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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

NOVEMBER 13, 1961

Full report on radio's $45.9 million income in '60 with market breakdowns 31

What Madison Avenue needs from promotion people—a BPA convention report 46

Bed sheets at midnight: the romantic sales success of Pacific Mills and Paar 42

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FERRER and FERRER

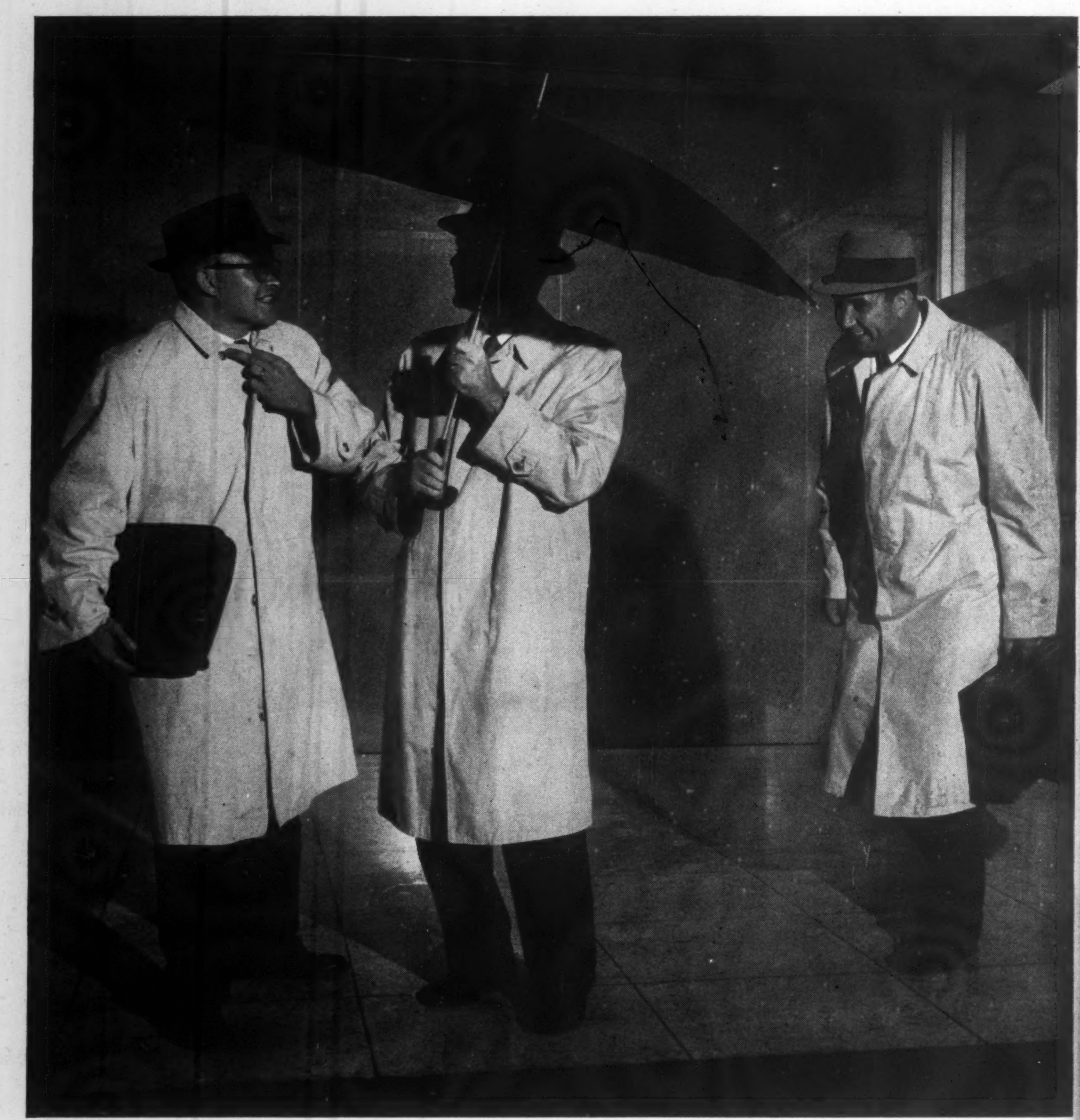
HREY BOGART
FERRER
OHNSON
MacMURRAY
ar in
CAINE MUTINY

MEL FERRER
starring in
THE BRAVE BULLS

Two more greats starring in
COLUMBIA POST-48's!

THE FEATURES TOP STATIONS FEATURE

SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.



"Well, we decided one thing, anyhow: we include Charleston-Huntington and WSAZ-TELEVISION."

Easiest decision of the year! For the *only* television station seen everywhere in the entire 72-county, 4-state Charleston-Huntington market is WSAZ-TELEVISION. No other single television station is even close to this exclusive coverage. It's a market that WSAZ-TELEVISION actually *created* through its power and programming. So to reach the two million people earning $4 billion a year in the heart of this "American Ruhr" region of the great Ohio Valley . . . pick Charleston-Huntington and WSAZ-TELEVISION. For more about this newest Goodwill Station and why it belongs on your must-buy list see your Katz Agency man.

WSAZ TELEVISION
CHANNEL 3 CHARLESTON - HUNTINGTON
DIVISION: THE GOODWILL STATIONS, INC.

The NEW Spirit of St. Louis

The new Spirit of St. Louis might be called *One Billion Dollars in Action.* That is the approximate amount being spent to improve the business, industrial, civic, cultural, educational and economic profiles of this great city . . . the 9th largest metropolitan area in the U. S. and the nation's 10th major market.

Look to the *new* Spirit of St. Louis for an ever-expanding, lucrative market potential. Communicate *effectively* with this newly revitalized market via KTVI

— still your lowest cost per thousand TV buy in St. Louis.

Represented nationally by **BLAIR-TV**

KTVI 2 abc
CHANNEL
ST. LOUIS

Continued dominance...

KRLD-TV continues its long-established pattern of dominance in the Dallas-Fort Worth market. . . . The September, 1961, ARB Market Survey shows that KRLD-TV's Average Quarter-Hour Homes Reached* is 16.1% greater than that of Station B, 27.1% greater than Station C, and 120.3% greater than Station D.

This is conclusive proof that your ad dollar goes further when you buy KRLD-TV. Your Advertising Time Sales representative will be happy to offer a schedule of dominance for you on KRLD-TV. **Cover the Dallas-Fort Worth market EFFECTIVELY with KRLD-TV.**

*9:00 a.m. to Midnight, Monday through Sunday

KRLD-TV

REPRESENTED NATIONALLY BY ADVERTISING TIME SALES — FORMERLY THE BRANHAM COMPANY

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Fort Worth

Clyde W Rembert
President

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Tighter money

Because of Washington pressures, investment capital for station acquisition has become tighter, with outside money becoming somewhat dubious of risks. While there has been no deterioration in prices, consensus of investment experts is that if there are fewer buyers, prices will drop in tempo with supply and demand. But still in great demand are tv stations in major markets (first 50) and this is expected to remain so for foreseeable future.

New element in consideration of purchases, particularly in radio, is number of spots carried by stations, with question arising whether number might be construed as overcommercialization by FCC sometime in future. Seasoned observers, however, figure condition is temporary—it's happened before under other FCC chairmen.

Everything rosy at NBC

NBC officials, preparing for affiliates convention in Los Angeles Dec. 6-8, anticipate no serious controversies. On television side, it's expected biggest questions stations will raise will be about replacement for Jack Paar who leaves his Mon.-Fri. late show next March. And so far NBC has no answer.

On radio side, affiliates will be told that radio network is in the black and that stations will get total of more than $3 million compensation in 1961. By comparison with television yield, radio compensation of $3 million isn't much—but NBC affiliates will be reminded that it's more than affiliates of any other network are getting.

Hatch battening down

To cope with radio station overpopulation problem, which currently is under study by FCC, George C. Hatch (KALL Salt Lake City), chairman of NAB radio board, has placed topic at top of agenda of next board meeting, Jan. 29-Feb. 3, 1962 at Sarasota, Fla. NAB staff, at Mr. Hatch's instruction, is researching two specific proposals: (1) How FCC engineering standards can be tightened to protect public against further deterioration in programming quality; (2) Can FCC allow mergers to reduce number of competitive services in particular communities?

Greatest concern is that if FCC attempts to limit facilities to reduce competition (as had been proposed by NAB President LeRoy Collins) would it be required, in view of limitation of competition, to consider economic factors, including even rate structures? This would constitute public utility-common carrier form of regulation from which broadcast services specifically are exempted under statute.

Brower barnstorming

"Keep your eye on Charlie Brower this coming year." That's word from inside BBDO on its president, who for years has been articulate leader in advertising field. Mr. Brower in Nov. 6 address before Economic Club of Detroit kicked off first in series of speeches in reply to advertising critics.

McCormack opposes radio-tv

House Majority Leader John McCormack (D-Mass.) intimates there'll be no change in House Rule barring radio-tv coverage of committee hearings if, as seems likely, he is elected to succeed Sam Rayburn (D-Tex.) as speaker. Mr. Sam has long insisted on closing hearings to mikes and cameras, and Rep. McCormack, though declining to spell out own views, said last week, "I support the position taken by the speaker."

Option time option

One of option time's creators, Edgar Kobak, former network executive, now business consultant and still one of broadcasting's best known figures, will come to its defense in what promises to be major address before Chicago Broadcast Advertising Club tomorrow (Tuesday). He's expected to take position that option time—whose fate is now pending before FCC—is essential to prevent eventual but sure degradation of programming. Speech probably will also deal with other major subjects, including advertiser-agency participation in programming, so-called "magazine concept" of selling, and educational television.

Minow backs Collins

FCC Chairman Newton N. Minow can, too, write fan letters. He did it last week in note to TvB commending bureau's recently completed research competition (BROADCASTING, Oct. 23). He said TvB had "contributed significantly" and expressed hope that "most, if not all" of 18 winning research plans will find financial backing so they may be carried out. He said he agreed with NAB President LeRoy Collins that long-term improvement of television service will stem in appreciable measure from increasing professionalization and expanded research into the effects of this powerful medium."

ARB likes Nielsen's ratings

Initial comparisons of Nielsen's latest national tv ratings report with overnight ratings produced by American Research Bureau's new "Instant National" Arbitron service have left ARB authorities delighted. Although complete program-by-program comparisons are not yet available, and although there appear to be certain consistent differences in results of two services, over-all correlation is described by at least some impartial experts as "very high." Others, more cautious, prefer to wait for analysis of ARB-vs.-Nielsen ratings on complete program-by-program basis, since that's context in which major program decisions are made. Discrepancy between two services was said to average 2.6 rating points, ranging from 6.3 to minus 3.1.

Feniger to Cowles

Jerome R. Feniger, for past seven years vice president radio-tv, Cunningham & Walsh, joins Cowles Magazines & Broadcasting Inc. this week. His past experience includes former Biow Agency and CBS Radio. It's expected he will be assigned for first few months to advertising department at *Look*. Cowles Magazines & Broadcasting own and operate KRNT-AM-TV Des Moines.

What constitutes control?

Does contract to sell advertising in U.S. for Mexican station give seven-station owner control of foreign outlet? FCC is seeking answer in regard to relationship of McLendon stations with (X-TRA) Tijuaua, Mexico, which beams signal into southern California. Inquiry came after McLendon contracted to buy WBNY Buffalo, N.Y., for $650,000 and WGES Chicago for $2 million. To stay within maximum am ownership limit, McLendon plans to sell WSYL-AM-FM Buffalo and WAKY Louisville.

Commission feeling is that McLendon control would be violation of multiple-ownership restrictions. McLendon has denied he operates Mexican outlet, contending firm merely acts as sales agent. McLendon also owns KLIF, KROW (FM) Dallas, KTSA San Antonio, KILT, KOST (FM) Houston, KEEL Shreveport and KABL San Francisco.

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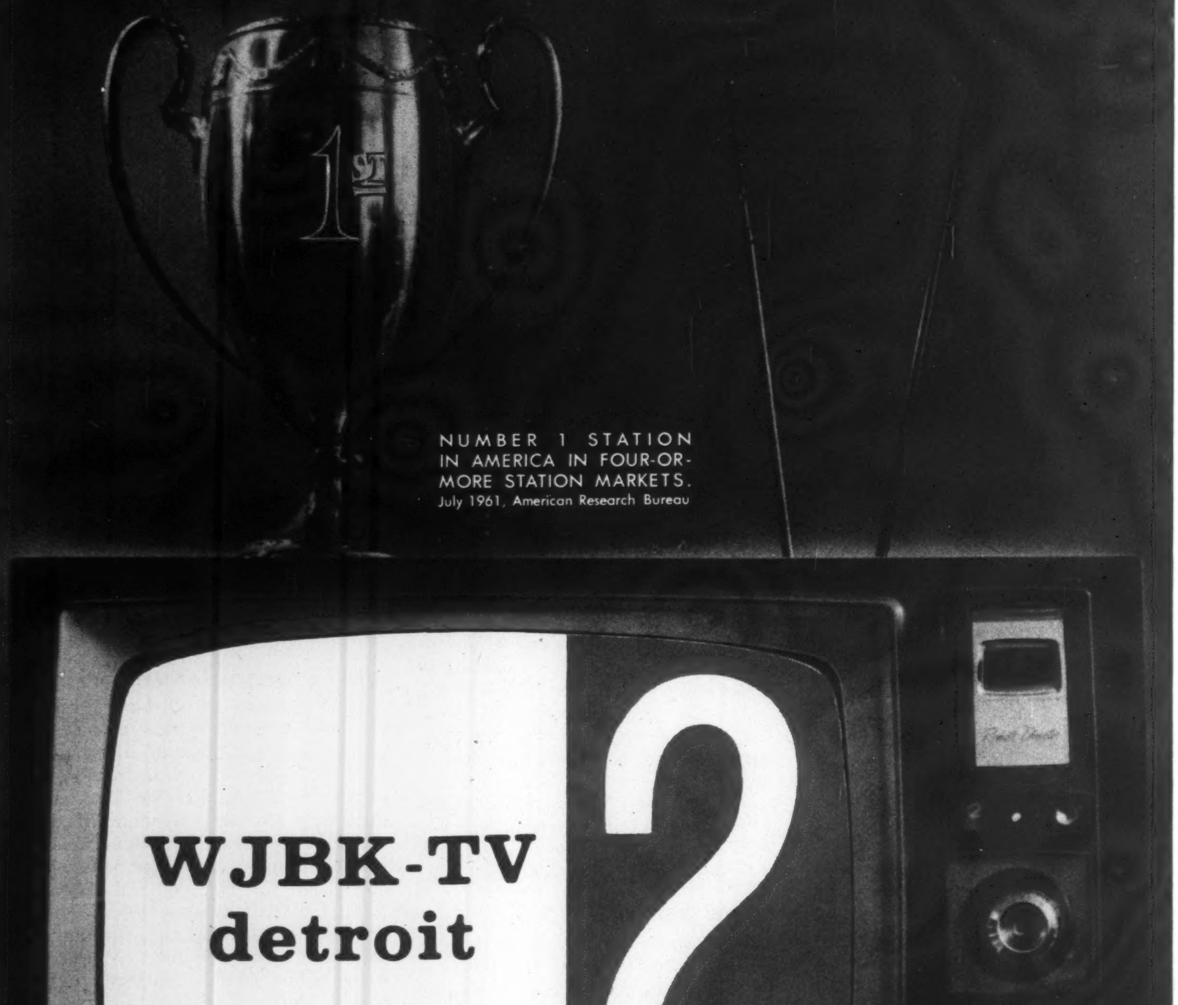
Entertainment and Enlightenment for Seven Million!


1ST
WJBK-TV
detroit
2
A STORER STATION

NUMBER 1 STATION
IN AMERICA IN FOUR-OR-
MORE STATION MARKETS.
July 1961, American Research Bureau

NATIONAL REPRESENTATIVE: STORER TELEVISION SALES, INC.

WEEK IN BRIEF

Radio's important spot in the advertising spectrum is dramatically shown by official FCC figures for 1960. They reveal an increase of 6.7% in revenue, or $597.7 million, with $45.9 million income. See lead story . . .

RADIO'S HEALTHY 1960 TOTALS . . . 31

While radio's income was up last year, there are disturbing signs among buyers of time. Reaction to BROADCASTING'S account of radio trends indicates stations should face up to problems and take action. See . . .

RADIO SHOULD SELL ITSELF . . . 34

What do agencies want from promotion people? Their specific desires were made clear at seminar of Broadcasters Promotion Assn. in New York. The story of an intimate session with Madison Avenue's timebuyers. See . . .

AGENCY PROMOTION VIEWPOINTS . . . 46

Advertising agencies are interested in what lies behind the numbers, judging by plans for conference of eastern group. They're going to look into hidden media values and modern devices helpful to buyers. See . . .

AAAA: MEDIA AND MACHINES . . . 38

The FCC's bins are full of expert comments on its proposals to revise fm's rules but they take different views. NAB generally approves proposals but consulting engineers terms them uneconomical and unrealistic. See . . .

COMMENTS ON FM RULES VARY . . . 72

The midnight goings-on around NBC-TV have a purpose—sale of merchandise—in addition to the function of entertainment. Pacific Mills, maker of bed sheets, finds Jack Paar program an important sales vehicle. See . . .

SUCESS STORY AT MIDNIGHT . . . 42

Agencies often find it difficult to do business with radio stations because of vague rate policies, North Carolina group is told. And Robert D. Swezey, NAB code chief, warns of lowered morals in current movies. See . . .

CAROLINIANS MEET THE ISSUES . . . 54

A break for educational tv comes from a tariff filed by AT&T. Rates considerably lower than those now charged are proposed for non-commercial stations. Some commercial operators wants same privilege. See . . .

AT&T CUTS ETV RATES . . . 70

CBS is planning what it figures will be the most efficient production center anywhere. Scattered facilities in New York City will be consolidated at cost of over $14 million, President Frank Stanton announces. See . . .

CBS PRODUCTION CENTER . . . 45

Broadcasters performed in typical fashion last week as disaster struck a residential area of Los Angeles. Both radio and tv pressed mobile units and crews into job of coping with fire and keeping public informed. See . . .

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses plus address label from front of magazine.

Ladykiller.

Ben Casey, M.D., now TV's biggest attraction with women

If so many feminine hearts flutter so much faster on Monday nights, it's because Monday's the night Dr. Casey makes his house calls.

This understandably excessive palpitation is cardiographed in TV Q's latest popularity report.* It shows that Ben Casey (starring Vincent Edwards) now outranks all other shows with the ladies.

The program swings with men, too. TV Q's report also rates it best-liked of all shows—with everyone from 18 to 50.

Speaking of ratings, the latest Nielsen† gives Ben Casey the highest score for all Monday night programs. And speaking of Monday, it's now another ABC night.

There sure is a doctor in the house.

ABC Television

*Source: National TV Q Scores, mid-October, 1961 report. †Nielsen 24 Market TV Report. Average Audience, week ending Oct. 29, 1961, Monday, 7:30 to 11 PM.

Automation buying n pilot use at BBDO

BBDO, New York, is announcing to-ay (Nov. 13) that it has developed, sted and placed into pilot use com-uter process for selecting advertising edia.

Process emerged after two years of lanning and experimentation in co-peration with C-E-I-R Inc., New ork research organization. It was arned authoritatively that C-E-I-R and merican Research Bureau, its subsid-ry, will make their resources available other agencies for development of mputer system.

Charles R. Brower, BBDO president, id system has three advantages: it ombines marketing objectives, media udiences and management judgment to etermine "best" media schedule; it in-ludes factors for evaluating arbitrary hanges or substitutions in schedule and osts involved, and its cost is low nough so that smallest agency will be ble to use it. Mr. Brower noted that p to now, virtually infinite number of media combinations possible would be matched only by "tedious hand meth-ds," but these were "so time con-uming that only a relatively few com-inations could be fully explored."

Mr. Brower said basic principles f "linear programming process" used or selecting advertising media will be iven before research session of east-rn annual conference of American ssn. of Advertising Agencies in New ork, Thursday (Nov. 16) by vari-us BBDO and C-E-I-R executives (see age 38).

Examiner's dismissal sought in KWK move

Novel legal question has been placed efore FCC by KWK St. Louis, which sked that hearing examiner be author-zed to entertain motion for issuance of irected verdict of "not guilty" in KWK license revocation case.

Station maintained that if FCC's Broadcast Bureau fails to sustain its urden of proof in presenting prosecu-ion's case, it would be waste of time, money and "most unfair" to require defendant to present unnecessary evi-ence. KWK said courts often enter-ain motions from defendant for direc-ed verdict following prosecution case nd same procedure should follow in FCC hearings.

KWK has been charged with running raudulent contests and promotions and bureau presented its case last September (BROADCASTING, 25). Further hearings have been postponed indefinitely by FCC (BROADCASTING, Nov. 6). If examiner already has concluded that prosecution failed, additional expense, disruption of business and publicity will further increase "extremely severe punishment already inflicted upon KWK" through continuation, station said.

Loss of KWK business as result of hearing already has "exceeded by many times" maximum $10,000 fine which FCC may impose on licensees, KWK said. Adverse publicity, financial losses, hearing costs and effect upon morale of employes has made it exceedingly difficult for KWK to operate in public interest, station maintained.

Mutual's 'Big Lie'

New Mutual program, *The Big Lie,* which began last month, is receiving exceptional audience acceptance according to reports to MBS from affiliated stations. Program, in which news commentator Phil Clarke first monitors and then answers Communists' propaganda broadcasts, is fed to network on Saturdays as 25-minute non-commercial public service feature. It's in tempo with increased anti-communist exposés on air, both network and locally originated.

Mets games on radio-tv purchased by Rheingold

It's to be announced officially today (Monday), that Liebmann Breweries (Rheingold beer), New York, has purchased broadcast rights of New York Mets, new National League baseball club, next year. Exclusive five-year pact was sold for $1 million per year, according to reports last Friday.

It's understood WOR-TV New York will carry games, but source close to deal said selection of both radio and tv outlets "is still up in the air." Pieces of rights are expected to be sold to at least two other sponsors. Foote, Cone & Belding, New York, is Rheingold agency.

Webb sees global tv by '64

James E. Webb, National Aeronautics and Space Administration chief, says "it has been speculated" that development of satellite communications may have progressed enough by 1964 to point that Americans can watch Olympic Games in Tokyo on television sets at home. (See related stories, pages 66, 81). Mr. Webb made remark in speech before Executives' Club in Chicago last Thursday.

Radio-tv gag can hurt press, too—Collins

Denial of freedom of press privileges inherent in Constitution from radio and tv would lead inevitably to government restrictions on freedom of newspapers, NAB President LeRoy Collins told newsmen Nov. 10 during NAB fall conference in Boston.

Conference was fifth in autumn series, opening second half of eight-meeting schedule. Sixth meeting will be held today (Nov. 13) in Pittsburgh.

Gov. Collins' observations were made to newsmen in response to Nov. 9 statement by Bernard Kilgore, publisher of *Wall Street Journal,* during special convocation at Colby College, Waterville, Me. Mr. Kilgore had said issue of press freedom would be "obscured dangerously" if extended to radio and tv stations operating under government license (see page 64).

Gov. Collins described as "preposterous" Mr. Kilgore's suggestion that broadcast media aren't included in freedom-of-press rights. Publisher's Colby address had included statement that press freedom is undermined when it becomes vague or complicated. He had added, "If freedom of the press is in danger today where it exists, and making slow progress in areas where it does not exist, I suggest that we look for part of the explanation in the carelessness of its well-meaning friends." He defined it as "the right to own a press and the right to report and comment on public affairs in print."

Civil Defense Unit ▪ Gov. Collins announced membership of new NAB Committee on Civil Defense. It includes: Clair R. McCollough, Steinman stations; Rex Howell, KREX-TV Grand Junction, Colo.; Richard M. Brown, KPOJ Portland, Ore.; James L. Howe, WIRA Fort Pierce, Fla.; Loyd Sigmon, KMPC Los Angeles; John S. Hayes, WTOP Washington; Douglas L. Manship, WBRZ (TV) Baton Rouge, La.; Mortimer Weinbach, ABC; Arthur Hull Hayes, CBS; Robert F. Hurleigh, MBS; P. A. Sugg, NBC. Committee will work closely with government agencies in civil defense program.

John F. Meagher, NAB radio vice

more AT DEADLINE page 10

WEEK'S HEADLINERS

James A. Stabile, NBC-TV staff vp, promoted to new post of NBC vice president and associate general attorney. He will report to Thomas E. Ervin, vp and general attorney. Mr. Stabile joined NBC as manager of talent negotiations in February 1957 after serving as vp and general counsel of ABC. He subsequently was vp for standards and practices before being named staff vp.

James Conley, general sales manager of WCAU-TV Philadelphia, appointed vp and general sales manager of ABC-TV National Station Sales Inc., which represents network's owned tv stations. He replaces **Edwin T. Jameson,** who resigned and will announce his new association shortly. Mr. Conley has served WCAU-TV for three years, and earlier was account executive for CBS-TV Spot Sales in New York and Chicago from 1955-58. Previously, Mr. Conley had been national sales manager of WISH-TV Indianapolis and account executive in Chicago with Bolling Co. Mr. Jameson has been with ABC-TV National Station Sales since company's formation this past summer (BROADCASTING, June 26) and previously had been national director of NBC-TV Spot Sales, and with Peters, Griffin, Woodward and Crosley Broadcasting Corp.

Odin S. Ramsland, general manager, KDAL-AM-TV Duluth, Minn., named executive vp of KDAL Inc. Mr. Ramsland, who has been associated with station since 1937, will continue as its general manager. KDAL Inc., formerly Red River Broadcasting Co., is affiliate of WGN Inc.

For other personnel changes of the week see FATES & FORTUNES

president, told NAB conference medium's goal must be "a truly dynamic voice for all people and not just a background sound nor limited service for juveniles or intellectuals." Dan W. Shields, NAB tv special assistant, outlined allocation problems. He noted tv is gaining increased share of national advertising dollar. The two made their first appearances at the autumn series.

Others on NAB agenda were Robert D. Swezey, radio-tv code authority director; William Carlisle, station services vice president; John M. Couric, public relations manager; Edward H. Bronson, tv code director; Charles M. Stone, radio code director, and James H. Hulbert, broadcast personnel-economics manager.

Vincent T. Wasilewski, executive vice president, presided at morning session and reported on Washington developments. Dwight W. Martin, WAFB-TV Baton Rouge, La., tv board chairman, presided at luncheon and afternoon discussion.

$600,000 in radio-tv set for Dubonnet wines

Schenley Import Co. has set $600,000 fall and winter ad budget for expanded radio-tv compaign of its Dubonnet wines. Use of radio-tv time, tentative experiment that became "smashing" success in New York last spring, will account for major portion of new budget.

Dubonnet's new broadcast schedule: Sponsorship of 30-minute Mantovani musical show on WNTA-AM-TV New York, on twice-weekly basis; total of 41 spots weekly on WNEW-TV, WOR-TV and WNTA-TV, and 21 spots weekly on WNEW-AM-FM and WOR-AM-FM, all New York; nine spots weekly on WFIL-TV Philadelphia, 13 on KHJ-TV Los Angeles and 10 on WTTG (TV) Washington. Agency: Norman, Craig & Kummel, New York.

Bernard Goldman, Schenley executive vice president, reported Dubonnet sales in New York jumped 22% after tv and radio campaign earlier this year.

Collins series dropped

Ambitious radio-tv series featuring NAB president LeRoy Collins and famous guests apparently will never get out of cans. Titled *Meet the Man,* series was previewed at first half of NAB fall conference series. It was not shown Nov. 10, however, as second half of schedule opened in Boston.

Two episodes of radio-tv program had been produced by NAB. They offered introductory remarks by Gov. Collins dealing with industry's role in national life, followed by interviews. Guests in first episodes were Luther Hodges, Secretary of Commerce, and Sen. Everett M. Dirksen (R-Ill.).

Nationwide distribution of series had been planned but broadcaster reaction after seeing and hearing pilots was unfavorable.

Business briefly...

General Electric Co.'s Central Air Conditioning Department, Tyler, Tex., will sponsor 5-minute newscasts, weekdays, 6:30-6:35 p.m., on Mutual. Buy, which goes into effect next Jan. 1, will continue for 52 weeks. Agency: Ervin Wasey, Ruthrauff & Ryan.

Toaseal Inc., plans tv test campaign in mid-Atlantic states and New York City for its Toaseal 900 electronic cooker. Agency: Product Services Inc., New York.

Helpful data can win agency buys-Watrous

Radio-tv stations could win new stature with advertisers and agencies by gathering and reporting significant retail marketing data that is easily available to them through their local contacts, David G. Watrous, chairman of executive committee of Earle Ludgin & Co., Chicago, told fall meeting of Illinois Broadcasters Assn. there Friday (early story page 55). He said several tv stations already have started "pantry surveys" like those done by newspapers and as a result sales have shot up.

Type of data agencies and advertisers need, he said, includes that which shows "cause and result relationship' between advertising and local retail sales activity. Mr. Watrous also suggested that "broadcasters seal of approval" for advertising, similar to Good Housekeeping system, would enhance radio-tv position and increase consumer confidence in broadcast advertising.

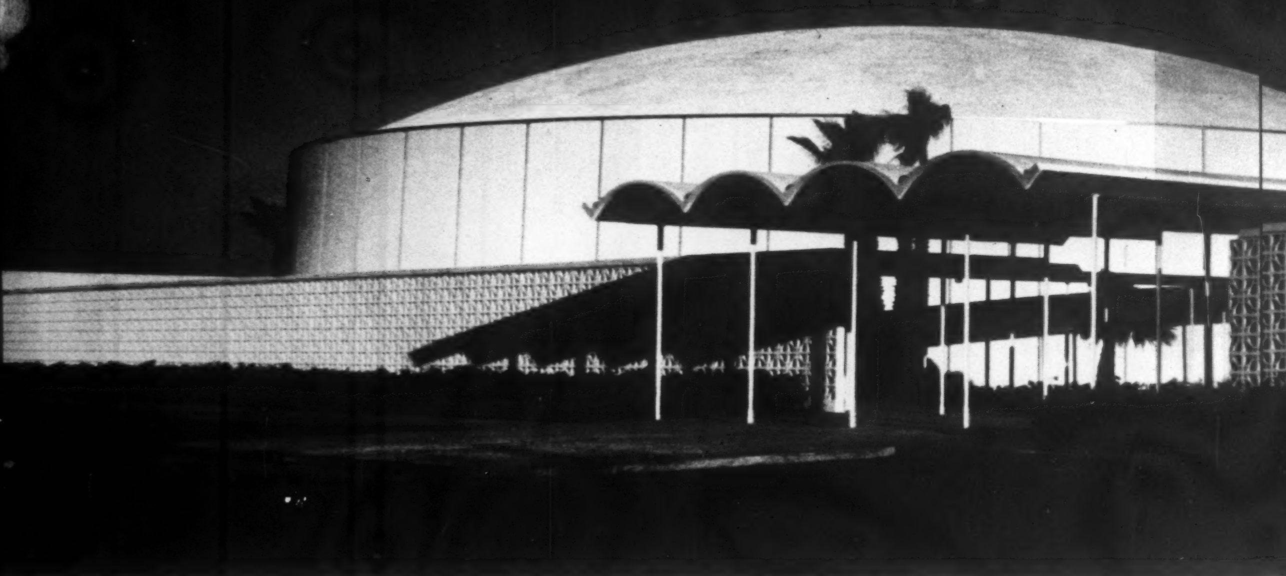
Mr. Watrous thought radio-tv rate structures eventually may "more accurately reflect audience values" and might even be sold to highest bidder or on basis of actual audience delivered. He felt double and triple spotting in traffic times in radio or prime time in tv indicates rates there are too low while lack of advertiser interest in other periods of day means rates are too expensive.

If 50% of listening and viewing is done by less than one-third of people today as surveys show, he said, broadcasters have before them rich untapped market which new and more specialized programming may win. He thought this untapped group may also represent much higher income homes with more money to spend.

Lawrence H. (Bud) Rogers II, executive vice president of Taft Broadcasting Co., related pitfalls of too much automation too quickly without precise preplanning of traffic, clerical and production functions along with technical. Human psychological factor is as important as technical, he explained, citing problems of automation at WKRC-TV Cincinnati where practice did not fully match theory.

William T. McKibben, WIL St. Louis, related automation advantages gained at Balaban Stations but said "preplanned programming" is more accurate word than "automation."

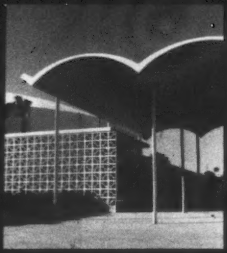
THE VITAL NEW CONCEPT . .

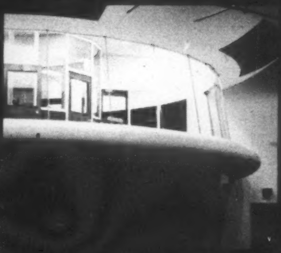


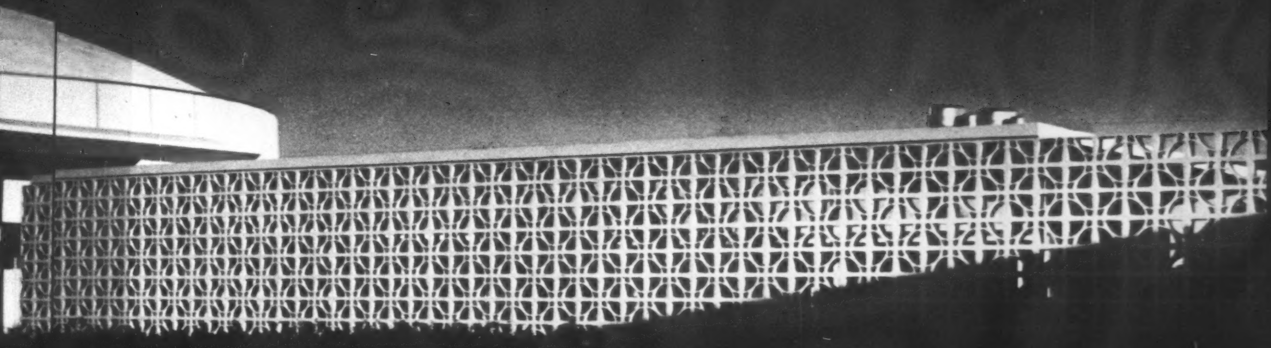
This is the new home of KTRK-TV, dedicated to the people of Houston and the Texas Gulf Coast. It is of revolutionary design, with the simple efficiency of a circle employed to house the production and technical functions. Flowing from the circle to enclose the court are the office and business functions of the station arranged for ultimate harmony in day-to-day utility.

(See the back page for the floor plan.)

The circular building houses two
of floor space. Interior walls are
rooms, while the outer studio wa
linear dimension all completely
and the west lot are cabled fo
generous attention to productio
traditional belief that we serve
originate locally all types of pro







two dios combining 8000 square feet
are minated to become totally control
o wa in arcs afford greatly increased
ely ible from control. Both the court
l fo extensive outdoor shooting. This
ctio facilities reaffirms the station's
erve e community best when we can
pro amming.

The vital new concept of this building is a familiar one in Houston —that we build for tomorrow today. The building is a reflection of our people and our way of life, discarding old concepts for new and better ones. We fashion the future with our eyes on the stars and our hands hard at work. So, as we have become the petro-chemical colossus and the oil and energy capital of the world, the second port of the nation and its space capital tomorrow, we now can say as well — The Television Station of Tomorrow is in Houston Today! KTRK-TV

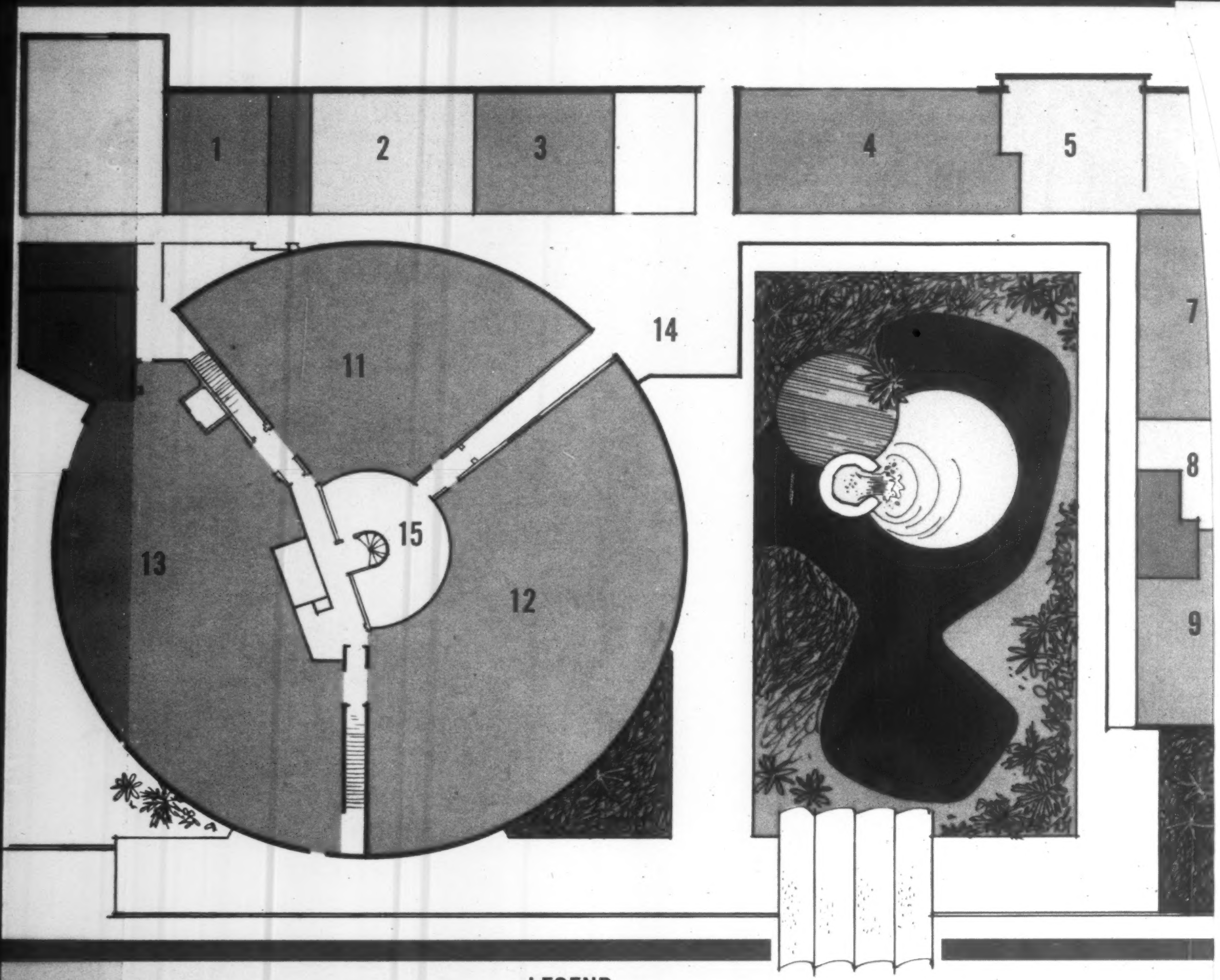
A new television building is more than glass and steel and stone.

It is the best symbol of a station's dedication to its public. This dedication penetrates deeply into the community as the station seeks new and better ways to meet the public needs. It goes far beyond the letter of the broadcast law which directs that the public interest, convenience and necessity shall be served.

The new building means that the community has approved the past efforts of the station and has rewarded it with attention and trust. And, as the public approves, the station improves.

Progress thus is served, and the station, grateful to its public for their trust, and firm in its faith in the future of free broadcasting, dedicates a new building to house that trust and that faith.

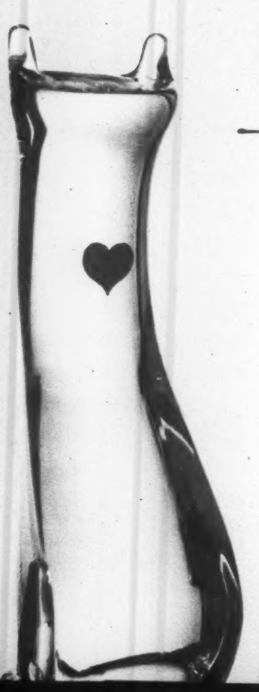
This has been true
all over America
during the past decade.
It is true in
Houston today.



LEGEND

1. FILM
2. DRESSING ROOMS
3. NEWS
4. PROGRAM & PRODUCTION
5. CONFERENCE
6. EXECUTIVE
7. ACCOUNTING & TRAFFIC
8. PUBLIC RELATIONS
9. SALES
10. ART
11. STUDIO "B"
12. STUDIO "A"
13. PROPERTY STORAGE
14. LOBBY
15. PUBLIC VIEWING

The spaces marked indicate how the varied functions of a television station are placed to achieve maximum efficiency in relationship to each other, and to the total process. The Engineering spaces, including control rooms, occupy the second level above the Property and Public Viewing areas. The patio with pool and fountain will offer unmatched opportunities to produce excellent local programs and commercials in beautiful natural settings.



KTRK-TV
CHANNEL 13

P.O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC • HOUSTON CONSOLIDATED TELEVISION CO.
NATIONAL REPRESENTATIVES: GEO. P. HOLLINGBERY CO., 500 FIFTH AVENUE, NEW YORK 36, N.Y.
GENERAL MANAGER, WILLARD E. WALBRIDGE; COMMERCIAL MANAGER, BILL BENNETT.

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

NOVEMBER

Nov. 13—25th anniversary celebration of the establishment of tv in England. Luncheon at Empire Room, Waldorf-Astoria Hotel, N. Y., given by Robert W. Sarnoff, NBC board chairman. Hugh Carleton Greene, director general of BBC, is honored guest.

Nov. 13—**Hollywood Advertising Club** shirtsleeves session on creative radio, 12 noon. Hollywood Roosevelt. Harfield Weedin, program director, KNX Los Angeles, will chair a panel of three other program directors—Robert Forward, KMPC; Charles Blore, KFWB; Jack Meyers, KABC, all L.A., plus Ira Laufer, sales manager, KEZY Anaheim, Calif.; Robert Light, president, SCBA, and Bob Crane, KNX morning disc jockey.

Nov. 13—Annual general membership meeting of Screen Actors Guild, 8 p.m., Beverly Hilton Hotel, Beverly Hills, Calif.

Nov. 13-16—**Public Relations Society of America**, 14th national conference. Edward R. Murrow, director of USIA, to deliver keynote speech at opening session. Hotel Shamrock-Hilton, Houston (first three days); Mexico City (last day).

Nov. 14—**Radio & Television Executives Society**, Time Buying and Selling Seminar, fourth session. "Using the Network." Instructors: Jules Barnathan, ABC-TV; Ben Lochridge, CBS Radio. CBS Radio Studios, 49 E. 42nd St., New York City. 5:30-7 p.m.

Nov. 14-16—**IRE**, Mid-America Electronics Conference, Kansas City, Mo.

Nov. 14-18—**Associated Press Managing Editors Assn.**, annual convention. Speakers include Attorney General Robert F. Kennedy. Dallas.

Nov. 15-16—**American Assn. of Advertising Agencies**, eastern region meeting. Biltmore Hotel, New York City.

Nov. 15-17—**Television Bureau of Advertising**, annual meeting. Statler-Hilton Hotel. Detroit.

Nov. 16-17—**Institute of Broadcasting Financial Management**, Sheraton-Chicago Hotel, Chicago. Speakers include Hamilton Shea, chairman All-Industry Television Station Music License Committee; and Hyman H. Goldin, chief of the FCC's economic division.

Nov. 17—Chicago chapter, **American Marketing Assn.**, second annual conference. Sheraton-Chicago Hotel, Chicago.

Nov. 17—Oral arguments before the **FCC** *en banc* on network option time proposals (rescheduled from Nov. 3).

Nov. 17—**Maine Assn. of Broadcasters**, annual November meeting. Pilots Grill, Bangor.

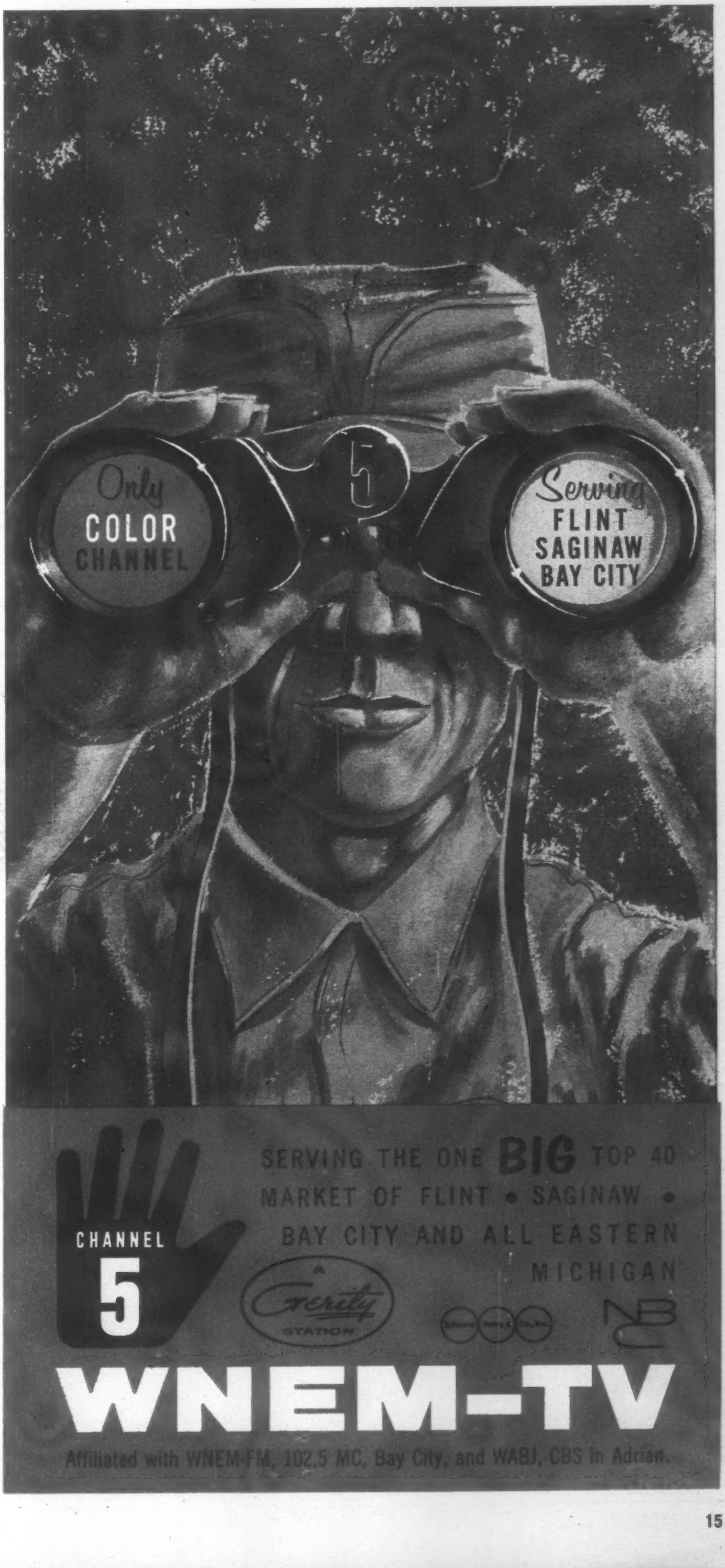
Nov. 17-18—**Oregon Assn. of Broadcasters**, fall metting. Multnomah Hotel, Portland. Kenneth Cox, FCC Broadcast Bureau chief, will be principal speaker and will

NAB fall conferences

Nov. 13—Pittsburgh Hilton, Pittsburgh

Nov. 15—Hotel Leamington, Minneapolis.

Nov. 20—Robert Meyer Hotel, Jacksonville, Fla.

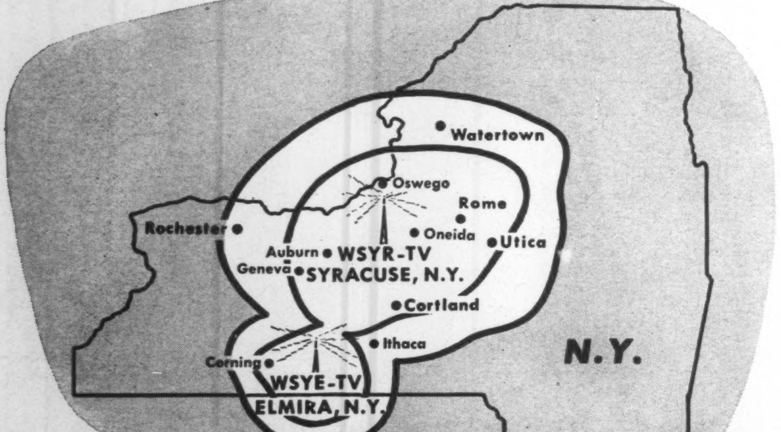

Only COLOR CHANNEL
5
Serving FLINT SAGINAW BAY CITY
SERVING THE ONE BIG TOP 40 MARKET OF FLINT • SAGINAW • BAY CITY AND ALL EASTERN MICHIGAN
CHANNEL 5
A Gerity STATION
NBC
WNEM-TV
Affiliated with WNEM-FM, 102.5 MC, Bay City, and WABJ, CBS in Adrian.

OVERWHELMINGLY
THE LEADER* IN THE
SYRACUSE MARKET!

WSYR-TV

DELIVERS 42%* MORE HOMES
THAN ITS COMPETITOR!

*ARB MARKET REPORT
MARCH, 1961



WSYR · TV

NBC
Affiliate

Channel 3 · SYRACUSE, N. Y. · 100 KW

Plus WSYE-TV channel 18 ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

answer questions after his talk. Other speakers include prominent men from the educational and business fields as well as broadcasters.

Nov. 18—**UPI Broadcasters of Wisconsin,** fall meeting. Lorraine Hotel, Madison.

Nov. 18—Deadline for comments on FCC proposed tv allocations in Wyoming, Nebraska, Colorado and Kansas (Docket No. 13860). Replies due Dec. 18.

Nov. 20-21—**Nebraska Broadcasters Assn.,** convention. Grand Island.

Nov. 21—**Radio & Television Executives Society,** Time Buying and Selling Seminar, fifth session. "Using Research For Your Decisions." Instructors: Mary McKenna, Metromedia Inc.; William Murphy, Papert, Koenig, Lois. CBS Radio Studios, 49 E. 42nd St., New York City. 5:30-7 p.m.

Nov. 21—Philadelphia chapter, **American Women in Radio and Television,** dinner meeting. Hotel Sheraton, Philadelphia.

Nov. 21—**Florida Assn. of Broadcasters,** one-day seminar following NAB regional meeting of the day before. Speakers include: James O. Juntilla, asst. to the FCC Broadcast Bureau chief; Marcus Cohn, Washington attorney practicing before the FCC; Arthur Gilbert, FCC Florida engineer. Robert Meyer Hotel, Jacksonville, Fla.

Nov. 24—Deadline for answer from CBS-TV and affiliates to FCC letter questioning propriety of the network's sliding-scale affiliate compensation plan.

Nov. 24-26—**National Assn. of Television & Radio Farm Directors,** annual convention. Conrad Hilton Hotel, Chicago.

Nov. 24-25—**Advertising Federation of America,** 8th district convention. Hotel St. Paul, St. Paul, Minn.

Nov. 28—**Radio & Television Executives Society,** Time Buying and Selling Seminar, sixth session. "Buying the Schedule." Instructors: Ann Janowicz, Ogilvy, Benson & Mather; Ruth Jones, J. Walter Thompson. CBS Radio Studios, 49 E. 42nd St., New York City. 5:30-7 p.m.

Nov. 30—**Academy of Telvision Arts & Sciences,** New York chapter, fourth annual "close-up" of tv personalities (David Brinkley and Chet Huntley), Astor Hotel, New York City.

DECEMBER

*Dec. 1—Joint radio seminar between **Southern California Broadcasters Assn.** and **U. of Southern Calif.** Seminar proposes to explore Greater Los Angeles community needs as they are related to radio broadcasting. Hancock Auditorium, USC campus, Los Angeles.

Dec. 1—Deadline for entries in **International Broadcasting Awards** contest. Submit to Hollywood Advertising Club, 6362 Hollywood Blvd.

Dec. 1—**Arizona Broadcasters Assn.,** annual meeting. Apache Junction, Ariz.

Dec. 4—Deadline for comments on FCC's proposal to add additional vhf channel at below minimum mileage spacing to following cities: Baton Rouge, La. (Doc. 14233); Birmingham, Ala. (Doc. 14236); Charlotte, N. C. (Doc. 14238); Dayton, Ohio (Doc. 14234); Jacksonville, Fla. (Doc. 14235); Johnstown, Pa. (Doc. 14232); Knoxville, Tenn. (Doc. 14237); Oklahoma City, Okla. (Doc. 14231).

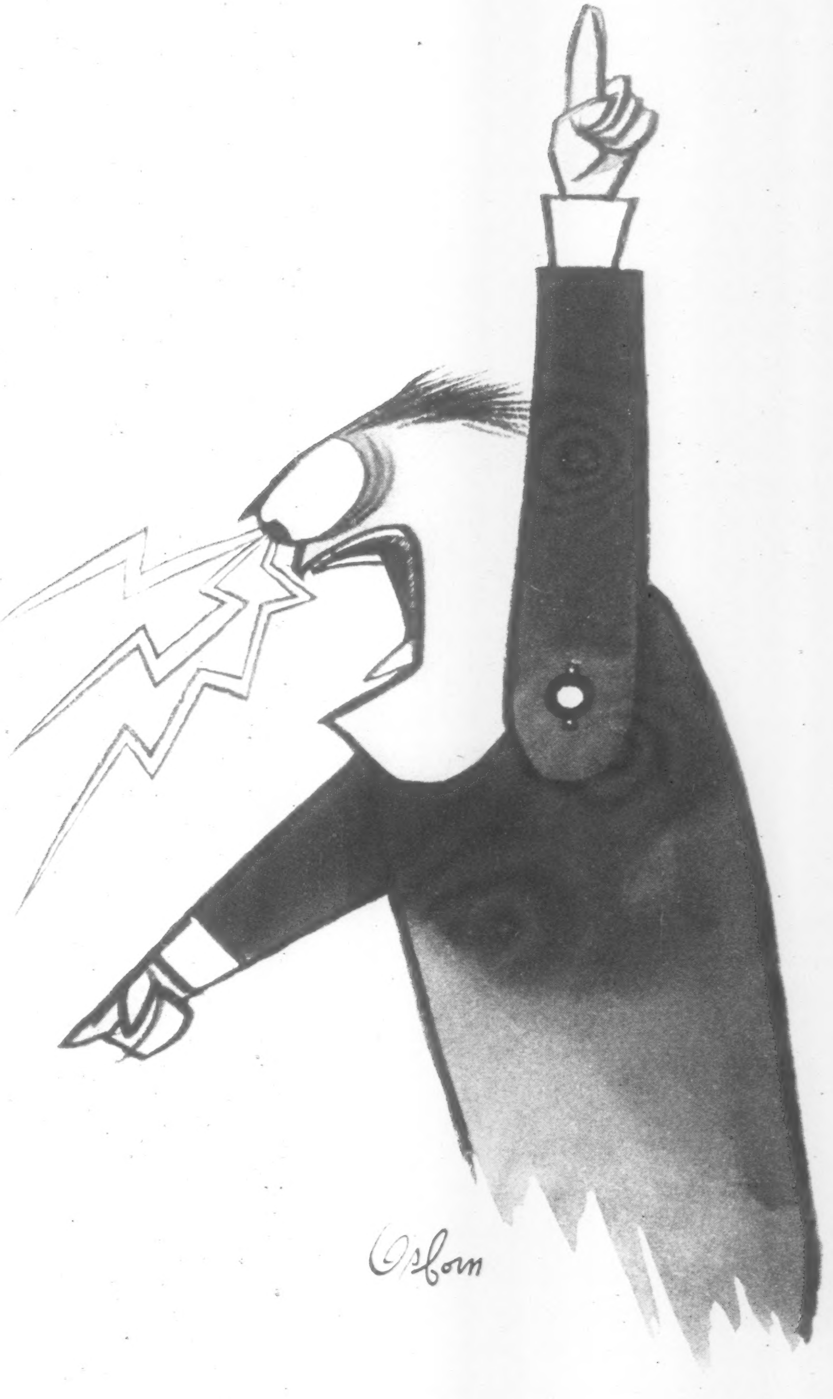
Dec. 4—Deadline for comments on FCC's proposals to delete single vhf and substitute uhf channel to make community all-uhf in following cities: Binghamton, N. Y. (Doc. 14243); Champaign-Urbana, Ill. (Doc. 14244); Columbia, S. C. (Doc. 14245); Erie, Pa. (Doc. 14242); Hartford, Conn. (Doc. 14241); Madison, Wisc. (Doc. 14239); Montgomery, Ala. (Doc. 14246); Rockford, Ill. (Doc. 14240).

Dec. 4—Deadline for comments on FCC proposal to deintermix Springfield, Ill., by

CAPITAL TYPES #12

THE ZEALOT

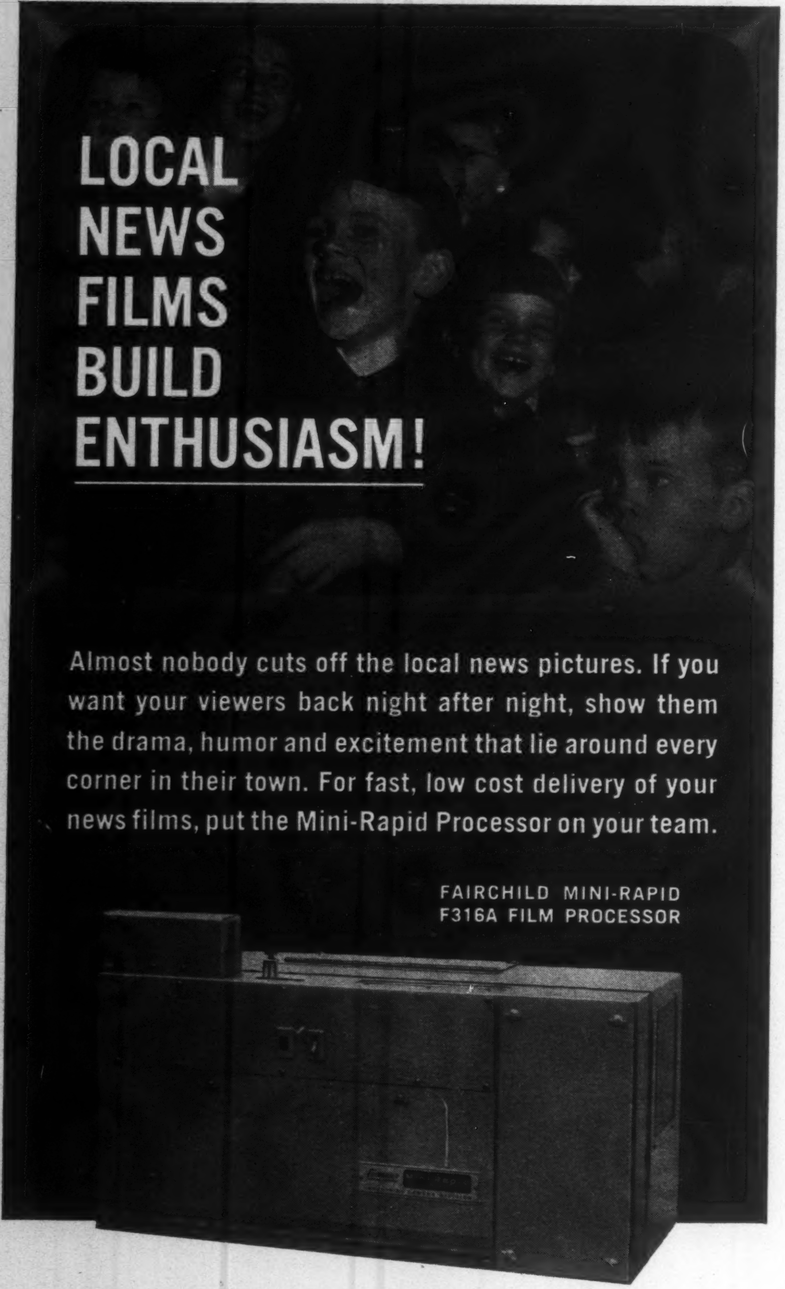
Leaps like a gazelle
when he spots a soap box.
Denounces everything from
fluoridation to women
in slacks. A formidable
adversary at a cocktail party.
Among few soft spots in
his heart: Motherhood . . .
and WTOP Radio,
the station *important to people*
in the Greater
Washington area.



WTOP RADIO

Washington, D.C.
Represented by CBS Radio Spot Sales

POST-NEWSWEEK STATIONS A DIVISION OF
THE WASHINGTON POST COMPANY


LOCAL NEWS FILMS BUILD ENTHUSIASM!
FAIRCHILD MINI-RAPID F316A FILM PROCESSOR

Almost nobody cuts off the local news pictures. If you want your viewers back night after night, show them the drama, humor and excitement that lie around every corner in their town. For fast, low cost delivery of your news films, put the Mini-Rapid Processor on your team.

100′ of 16mm negative — in less than 20 minutes — 20 cents per 100 feet — 400′ capacity — dry-to-dry processing — premeasured chemicals — daylight operation — self-threading — leaderless — 13″ x 13″ x 27″ — only 65 lbs.

INDUSTRIAL PRODUCTS DIVISION
FAIRCHILD CAMERA AND
INSTRUMENT CORPORATION
580 MIDLAND AVENUE, YONKERS, N. Y.
INDUSTRIAL PRODUCTS DIVISION

shifting ch. 2 to St. Louis. Original grant of ch. 2 to KTVI (TV) was remanded by court for exploration of *ex parte* activities.

Dec. 5—**Radio & Television Executives Society**, Time Buying and Selling Seminar, seventh session. "Getting Your Media Money's Worth." Instructor: Robert Liddel, Compton Adv. CBS Radio Studios, 49 E. 42nd St., New York City. 5:30-7 p.m.

Dec. 6-8—**NBC Radio & Tv Affiliates**, annual convention. 35th anniversary observance. Beverly Hilton Hotel, Beverly Hills, Calif.

*Dec. 7—**Art Directors Club of New York**, luncheon. 1961 gold medal of achievement will be presented to Frederic R. Gamble, retiring president of American Assn. of Advertising Agencies. Hotel Delmonico, New York City.

Dec. 11—Reply comments due on **FCC** rulemaking to make major changes in fm broadcast rules. (Rescheduled from Oct. 5).

Dec. 12—**Radio & Television Executives Society**, Time Buying and Selling Seminar, eighth session. "Working Together for Better Advertising." Instructors: Herbert Maneloveg, BBDO; Morris Kellner, The Katz Agency. CBS Radio Studios, 49 E. 42nd St., New York City. 5:30-7 p.m.

Dec. 27-29—**American Marketing Assn.**, annual winter conference. Theme is "The Social Responsibilities of Marketing." Biltmore Hotel, New York.

JANUARY 1962

Jan. 1—Reply comments due on **FCC** proposal to expand use of uhf band and to deintermix eight markets by deleting single vhf stations.

Jan. 6-14—**International Television Festival** at Monte Carlo, sponsored by the government of Monaco.

*Jan. 9—Final phase of **FCC** hearing on network tv programming practices and policies. Spokesmen for the three tv networks will testify. Washington, D. C.

Jan. 17—Awards presentation of the **International Television Festival** at Monte Carlo. Gold Nymph awards will be presented for outstanding tv programs. The Opera House, Monte Carlo, Monaco.

Jan. 19-21—**Advertising Assn. of the West**, annual conference. Hotel Californian, Fresno.

*Jan. 23-25—**Georgia Radio-Tv Institute**, under auspices of GAB and U. of Georgia, 17th annual program. Featured speakers include: Pierre Salinger, Clair McCullough, Sol Taishoff, and Ann Corrick.

FEBRUARY 1962

Feb. 1—Deadline for entries for the **American Tv Commercials Festival**. Contact Wallace A. Ross, director; 40 East 49th St., New York 17.

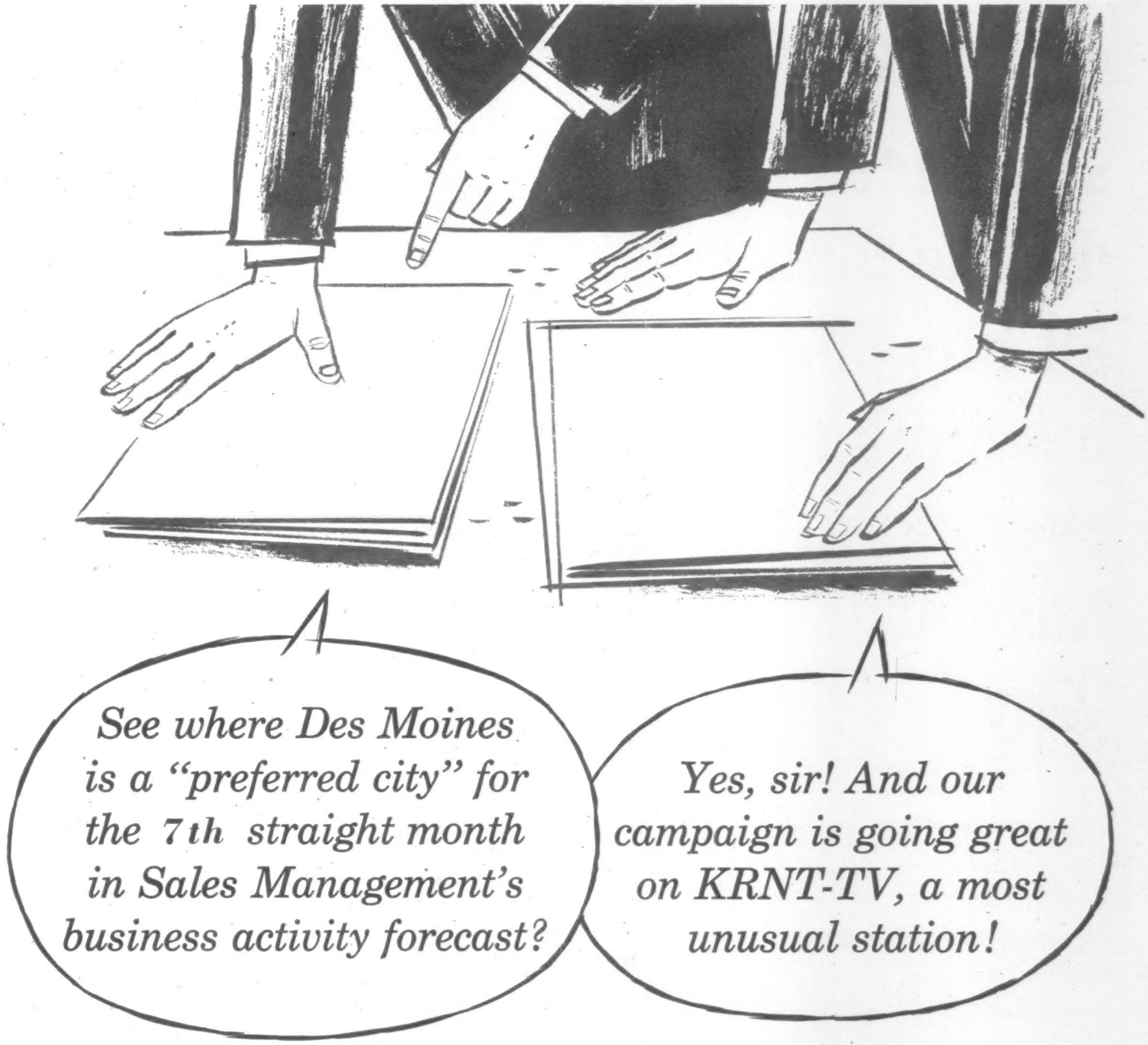
Feb. 2—Deadline for comments on **FCC's** proposals to expand use of uhf band, including dual vhf-uhf operation, reserved pools of uhf channels for existing operating vhf stations, abolition of uhf allocation, relaxation of technical rules for uhf stations, uhf grants without a hearing, etc. (Doc. 14229). (Rescheduled from Dec. 4.)

Feb. 4-13—**Advertising Recognition Week**.

Feb. 7—**Advertising Federation of America**, mid-winter legislative conference. Participants include FCC Chairman Newton N. Minow, FTC Chairman Paul Rand Dixon and Secretary of Commerce Luther C. Hodges. Statler-Hilton Hotel, Washington, D. C.

Feb. 7-9—**National Winter Convention on Military Electronics**. Ambassador Hotel, Los Angeles.

Feb. 10—Awards Dinner, **Directors Guild of America**. Western awards: Beverly Hilton Hotel, Beverly Hills, Calif. Eastern awards: Waldorf-Astoria Hotel, New York City.


See where Des Moines is a "preferred city" for the 7th straight month in Sales Management's business activity forecast?
Yes, sir! And our campaign is going great on KRNT-TV, a most unusual station!

The preferred stations in this "preferred city" are KRNT Radio and TV, leaders in ratings, leaders in community service . . . leaders in the billing parade. Our share of local television business in this major 3-station market has always averaged nearly 80%; our local radio business has always been way ahead in a 6-station market.

Most folks don't realize this about Des Moines — we're 36th in the FCC list of markets according to appropriation of national spot TV revenue. The same sources prove that Iowa's capital and largest city is a good radio market, too.

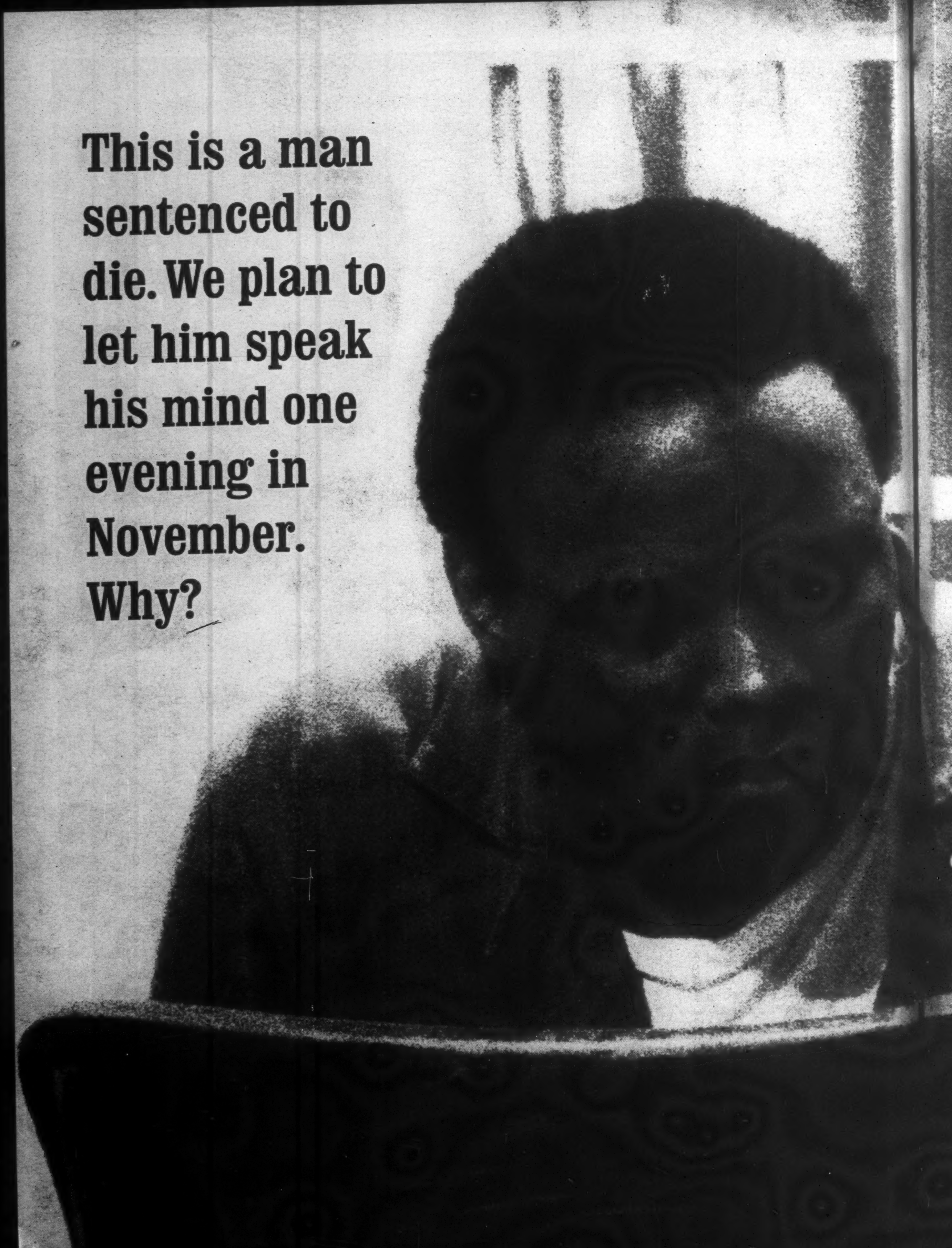
You *know* you're right when you buy these most unusual stations, KRNT Radio and TV, the stations people believe in and depend upon. And you know you're buying at the same low rate as everyone else when you deal with these responsible stations.

Buy "the live ones"— KRNT Radio and TV, Cowles stations ably represented by The Katz Agency.

KRNT

RADIO AND TV – Des Moines

An operation of Cowles Magazines and Broadcasting, Inc.

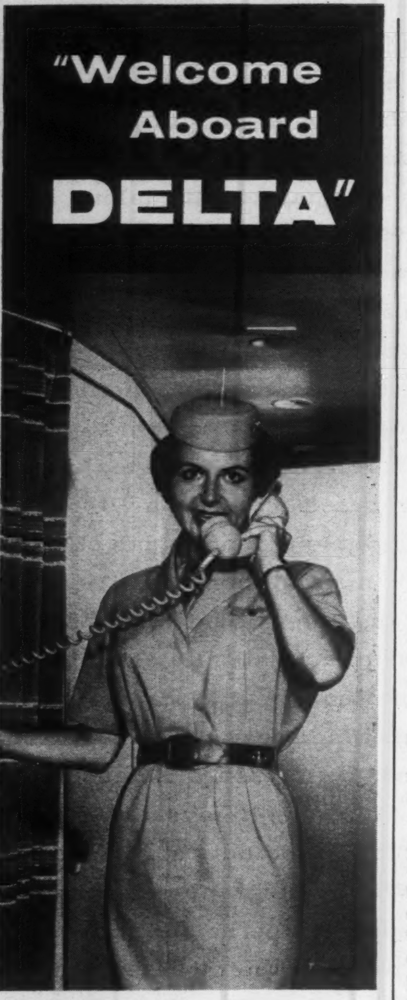


This is a man sentenced to die. We plan to let him speak his mind one evening in November. Why?

The man is Don White, 24-year-old convicted murderer. ■ His story is not pretty. It is sordid, shocking. He has been in and out of jails and correctional clinics most of his life. ■ He has an I.Q. of 120. He draws and paints with talent. But on Christmas Eve, 1959, in senseless fury, he killed a 65-year-old woman and a 40-year-old man. ■ The jury's verdict: guilty of murder in the first degree. ■ Society has judged Don White, but who will judge society? This was the question that motivated the King Broadcasting Company to investigate the case of Don White. How did he come to this tragic pass? ■ We filmed three hours of Don White speaking from his jail cell. He told about his childhood, his broken family, his ambitions, his friends, his strange compulsions. He talked about reformatories, medical treatment, jails. He chronicled the hour-by-hour events leading up to the two murders. He revealed all, his innermost thoughts. ■ Then, by camera we visited the disturbed home, the dark streets and alleys, the neon-lit taverns where Don White's fate was slowly but inevitably sealed. This was part of Don White's biography and the sights and sounds of these neighborhoods were as much a prologue to murder as the diseased mind that sparked the final tragedy. ■ One night this month, we plan to pre-empt one hour of network time to present the story of Don White. We recognize the delicate nature of the subject. We have weighed carefully the implications of the law. We have decided to do it. ■ Why? Not because of sympathy for Don White. Not because he is a negro and life has treated him bitterly. Not because we disagree with the verdict. But because of a simple reason—there are other Don Whites walking the streets of our city and they may be saved. ■ We believe we would be guilty of negligence if we failed to try.

THE CROWN STATIONS

KREM, AM, FM, TV, Spokane
KING, AM, FM, TV, Seattle
KGW, AM, TV, Portland



The warmth of Southern Skies clings to the wings of Delta Jets, even at 600 mph. And in the cabin, all the graciousness of the Old South is rekindled in a service which is personal, quick and exceedingly thoughtful.

SAN FRANCISCO—OAKLAND
LAS VEGAS
LOS ANGELES—LONG BEACH
SAN DIEGO
CHICAGO
DETROIT
NEW YORK
PHILADELPHIA
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NEW ORLEANS
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TAMPA
ORLANDO
MIAMI
TO THE CARIBBEAN

DELTA®

the air line with the BIG JETS

GENERAL OFFICES: ATLANTA, GEORGIA

OPEN MIKE®

The 1961-62 Yearbook

EDITOR: A note of heartfelt congratulations on the superb 1961-62 BROADCASTING Yearbook. In my opinion, after cursory reading and with allowance for the usual typos, it is by far the best edition you have yet produced.—*Arthur W. Arundel, president, WAVA-AM-FM Arlington, Va.*

EDITOR: . . . It certainly does contain a wealth of information which will be helpful to us in our radio work. . . .—*Kenneth J. Weaver, business manager, Mennonite Broadcasts Inc., Harrisonburg, Va.*

EDITOR: . . . The new type is the easiest ever. I am particularly delighted at the new index.—*Lou Peneguy, director, coordination & information, Alabama Educational Television Commission, Birmingham.*

EDITOR: Sincere congratulations! The new Yearbook is wonderful! It will greatly serve in the industry's interest, convenience and necessity.—*H. W. Cassill, Blackburn & Co., Chicago.*

Needed: a re-examination

EDITOR: Your article, "Is radio reaching agency ear?" was extremely well done.

It behooves all of us who specialize in radio sales to re-examine the problems that exist in the medium today. We should continue to attempt to dissuade, even more strongly than before, individuals and organizations who are not sold on the potential of spot radio—a medium that continues to provide one of the most effective ways to move products and services. . . .—*William T. Heaton, president, Spot Time Sales Inc., New York.*

That time of year

EDITOR: I would appreciate it if you would . . . send me the am-fm broadcasting financial data for 1960 that is compiled and released by the FCC.

Inasmuch as we subscribe to BROADCASTING and the Yearbook, . . . do not send us an additional copy in the event that it is already published. . . .—*Wayne W. Geyer, president & general manager, WKEE-AM-FM Huntington, W. Va.*

[The financial data Mr. Geyer seeks was released by the FCC only last week and is being carried in the GOVERNMENT section of this issue.]

Stefan 'Respects'

EDITOR: . . . I have received many wonderful letters re the article [OUR RESPECTS, Aug. 28] and I am your witness that BROADCASTING is well read and circulated. . . .—*Bud Stefan, vice president, Batten, Barton, Durstine & Osborn Inc., Hollywood.*

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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EDITOR AND PUBLISHER
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Bureaus

New York: 444 Madison Ave., Zone 22, Plaza 5-8354.

EDITORIAL DIRECTOR: Rufus Crater; BUREAU NEWS MANAGER: David W. Berlyn; ASSOCIATE EDITOR: Rocco Famighetti: STAFF WRITERS: George W. Darlington, Richard Erickson, Diane Halbert, Jeannie Weiss. ASSISTANT: Frances Bonovitch.

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Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U.S. Patent Office
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GREAT INSTITUTIONS

...built on skills

Bronze statues of the Mayo brothers, founders of the Mayo Clinic.

MAYO CLINIC

KWTV OKLAHOMA CITY

KWTV-OKLAHOMA CITY Represented nationally by Edward Petry & Company, Inc.

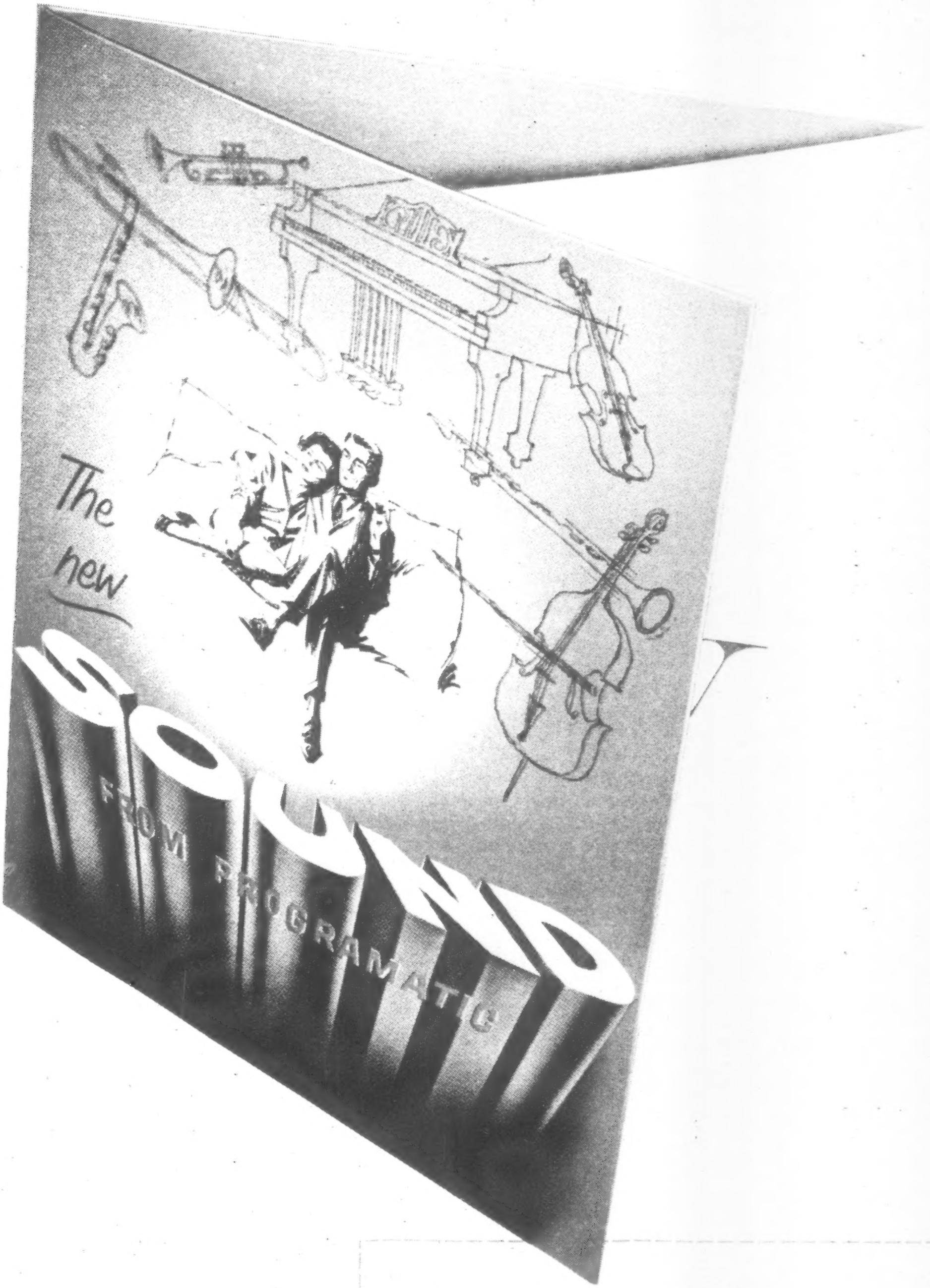
AM or FM, Whether You Separate or Duplicate...

STEP UP TO QUALITY MUSIC

New from Programatic®...Superb Adult Music Newly Recorded in Full Fidelity

O-VATION MUSIC — Programatic's sparkling new music with a personalized, audience-building format — shows the way for all broadcasters to upgrade their music quality at minimum cost. Geared to today's mature audiences and programming needs, O-VATION Music is fully automated for trouble-free operation. Each 8-hour tape plays exciting *new* instrumental and vocal arrangements performed by top talent and programmed by experts.

Equally important is O-VATION Music's flexibility which allows the insertion of any number of local broadcasts, news breaks, commercials and public service programs. Played on superb Programatic equipment—specially designed for O-VATION Music — you are assured of beautiful music reproduced with true tonal qualities. Programatic starts and stops O-VATION Music tapes automatically; pre-selects other broadcast material, including desirable public service programs, and automatically injects them at times you select. This alone means great savings in manpower and operating costs.



O-Vation is on the move! Get the complete story in your free copy of this dramatic new full-color kit. Mail the coupon without delay.

An International service of Wrather Corporation.

B

Programatic Broadcasting Service
229 Park Avenue South
New York 3, New York

Please send me the new full-color O-VATION Music kit.

Name____

Title______________________ Station________________

Address____

City_______________________ State_________________

MONDAY MEMO

from S. ROBERT FREEDE, president, Riedl & Freede Inc.

How to put a bang into a small budget: sell the distributors

How many times has a media director or account executive presented a television or radio spot schedule to a client with an empty feeling in the pit of his stomach because the budget just was not adequate to do a job against a giant competitor?

He has faced the situation squarely. His analyses were absolutely sound, his station buys unquestionably the best possible for the money. He has concentrated on the one medium that would deliver the maximum impact—either radio or tv—simply because there wasn't enough money for any kind of media mix. But for the sheer weight of dollars, the competition seemed overpowering, even in the air medium in which the budget had been concentrated.

This situation need not be as hopeless as it seems. There are extremely economical supplementary "buys" which can and should be working to make the campaign a success. These extras are: trade advertising, direct mail, bulletins and all the various ways of influencing the distribution people, right down to retail level tie-ins, point-of-sale displays, incentive programs for retailers and salesmen, merchandising brochures, publicity and many others. These must be considered part of the media mix by the advertiser. But they are so often forgotten by the agency. The result can be success or failure for a campaign.

There is no rule that a new product can't be introduced successfully without a multi-million dollar introductory campaign. Why can't a company sitting in the fourth or fifth position in the industry improve its distribution and its market position without adding a dime to its present budget?

Small Budget, Big Success ▪ That this plan is feasible has been proven many times by this agency, with a widely diversified list of products.

With a comparatively small budget, Bardahl Motor Oil became the number one brand in metropolitan New York in less than a year. This account concentrated exclusively in tv.

This same technique resulted in considerable sales increases for other accounts, including Glamorene spray starch. Here the basic medium was spot radio, with strong promotional support in every possible way. After only four months, Glamorene is the number one starch in Chicago and number two in New York.

A medium size advertiser who puts most of his eggs into advertising media and puts little or no effort into planning, executing and following through on promotional merchandising and point-of-sale activities faces serious problems.

The under-a-million-dollar broadcast advertiser faces an almost inpenetrable roadblock of dollars spent by his competition at the consumer level. Year after year, good products make little or no headway because they're bucking the consistent barrage of commercials extolling the virtues of the major lines in the field.

Advertisers without multi-million-dollar budgets can't depend upon the weight of advertising dollars and saturation spot schedules to influence and stimulate consumer buying. Nor can their undersized budgets and sporadic schedules create the kind of trade and consumer excitement which will give their product the glamor and appeal that helps stimulate the movement of merchandise and increased sales. Any undersized budget must do a man-sized job, not with dollars alone, but with talent, ingenuity and promotional creativity at all levels to make the smaller budget pay off. This can be done only when the advertiser supports his consumer media program, by incorporating it as a portion of an overall and complete promotion package.

Distribution Aid ▪ The close tie-in of media schedules with promotion support on the local level can often be used for another valuable purpose—helping a client open up distribution of his products. This was done in New England with Marcal and resulted in a number of chain stores adding Marcal's napkin line to the other products they were already carrying.

Advertising dollars pay off double when they help create new accounts and deliver sales. The advertiser who plans a promotion program so that he covers all the bases is the advertiser who will make each dollar do the job of two.

The smaller advertiser, out of necessity, should prepare and plan his program in advance so he can use and merchandise the programming to stimulate his sales force. He should present the program to the trade enthusiastically and use it as a device to gain additional distribution, sell more goods, get better shelf space, obtain greater cooperation and trade support, develop special displays at point of sale and develop as many tie-ins as possible.

Advertisers can't operate a sound business or build repeat sales on a consistent flow of price cuts, deals, special promotions, giveaways and premiums. That's why sound planning and promotional activity are so essential and why greater results can be enjoyed when the broadcast advertising budget becomes a part of the overall promotional activity.

Constant Bombardment ▪ Perhaps one of the best examples was the tremendous success of Cott Beverage Corp. during the 1961 summer season (BROADCASTING, Oct. 16). Even though a substantial tv schedule was purchased, competition was spending millions. Yet Cott's sales increased 19.7% over the previous year, while the general industry sales level remained fairly static. The difference: the creation of a promotion package that included the constant bombarding of the distribution channels with trade advertising, direct mail and bulletins, working with sales forces and putting more effective sales tools in the hands of the sales supervisors and truck route men.

Everyone was resold each week on the Cott tv campaign and the benefits of pushing Cott products. Cott's banner season was a direct result of thorough planning of a complete promotion package, utilizing it properly and following through constantly.

S. Robert Freede is president of Riedl & Freede Inc. New York and Clifton, N. J. He spent five years as a merchandising executive at Y&R, where he helped develop the Miss Rheingold promotion. While account executive for Ruppert Beer at Lennen & Newell, he helped spark Ruppert's concentration in New England. In 1950 he founded R&F. The agency's broadcast accounts include Marcal Paper Products, Cott Beverages, Glamorene, Cascade Pools and Bootonware.

ATTENTION GETTERS

CRC's NEW HOLIDAY JINGLE PACKAGE

SINGING GREETING CARDS FOR EVERY MAJOR HOLIDAY IN THE YEAR

VALENTINE'S DAY ❂ EASTER ❂ SAINT PATRICK'S DAY ❂ SPRING MOTHER'S DAY ❂ SUMMER ❂ FATHER'S DAY ❂ INDEPENDENCE DAY FALL ❂ BACK-TO-SCHOOL / LABOR DAY ❂ HALLOWE'EN ❂ WINTER THANKSGIVING ❂ CHRISTMAS ❂ NEW YEAR'S ❂ GENERAL WEEK-END PROMO ❂ PLUS ❂ GENERAL PUBLIC SERVICE ❂ GO-TO-CHURCH UNITED FUND ❂ CARE ❂ RADIO FREE EUROPE ❂ GET OUT AND VOTE

Tunefully tailored station i.d.'s in the happy mood of each holiday. You know they're great because they've been produced for you by COMMERCIAL RECORDING CORPORATION, producers of the outstanding SING-A-LONG, SOUND OF MUSIC and RAZZ-MA-TAZZ Jingles.

PLUS the most timely bonus of 'em all: 6 TOP COMMUNITY INTEREST PUBLIC SERVICE JINGLES

THE PROOF'S IN THE LISTENING. Send for your demo today or CALL YOUR ULLMAN-MAN

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DISTRIBUTORS OF THE BIG SOUND, FORMATIC RADIO, IMN JINGLES, TARGET JINGLES, EV-WREN PRODUCTIONS, SPOTMASTER TAPE CARTRIDGE EQUIPMENT.

A DIVISION OF
THE PETER FRANK ORGANIZATION
HOLLYWOOD / NEW YORK

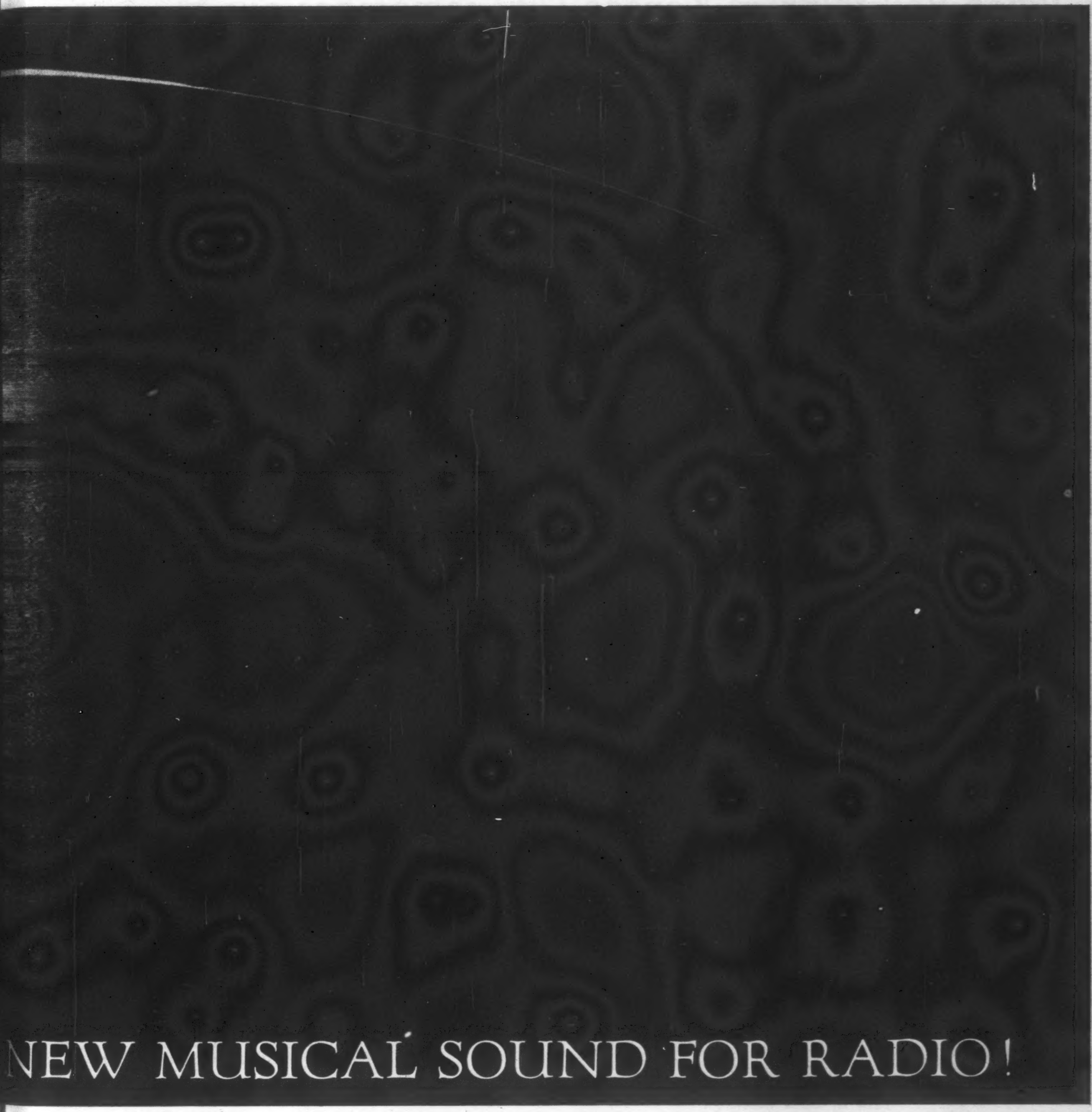
RCA THESAURUS PRESENTS...A GREAT NE

Big news, exciting news . . . for AM and FM Station Owners, Managers and Programmers! With the new RCA Thesaurus Programmed Music Library, you can now round out your programming with first-rate, top-quality music shows. Big-name artists, great composers and arrangements, unbeatable hi-fidelity reproduction on 12″ long playing discs . . . a complete, time-saving, money-saving program service from RCA Thesaurus.

Brilliant Hi-Fi Sound. Great new sound for AM and FM programming . . . sensational quality and brilliance . . . new electronic process for low noise to signal ratio at 30 to 15,000 cycles frequency range . . . 12″ long-playing discs made from highest quality anti-static compound . . . all together, the finest sound available!

Great Music . . . Artists . . . Composers. Audience-winning all-time popular standard titles . . . music and songs that get and keep listeners! Among the artists: Sammy Kaye, Freddy Martin, Lawrence Welk, Ray McKinley, The Melachrino Strings and Orchestra, Artie Shaw, Hank Snow, The Sons of the Pioneers, The Statesmen Quartet. Among the composers: Rodgers and Hammerstein, Irving Berlin, Cole Porter, Jerome Kern, the Gershwins, Beethoven, Liszt, Debussy, Tchaikovsky!

Great Programming Features. Balanced programming in quarter-hour shows—all ready to go . . . play straight through a side, or play the banded selections individually. Artists, titles and arrangements are selected by programming experts with years of experience, save you valuable hours of staff time . . . your station (and listeners!) get the cream of the greatest library of radio music available today! Over 2,500 selections on more than 420



sides are delivered in the basic library and a minimum of 6 sides are added each month. Categories include:
Popular variety, Popular standards, Popular concert, Country-Western ■ Sacred, Concert, Latin American, Jazz ■ Spiritual-Gospel, Holiday programs, Mood Music, Band-military ■ College football songs, Quickie tunes (each less than 2 minutes).
Results . . . just listen! "... tremendous aid to stations programming at the adult level."—M. H. Bonebrake, Pres., KOCY, Oklahoma City ■ "Fidelity and content are excellent."—A. V. Santucci, Gen. Mgr., WCGO, Chicago Heights ■ "... gives our stations a distinctive sound so important in today's radio programming."—W. H. Higgins, Pres., WKOAm/WKOFm, Hopkinsville, Ky. ■ "Thesaurus . . . getting plenty of turntable service with the new 12-inch Library."—W. L. Holter, Owner, KLTZ, Glasgow, Mont. ■ "... material well chosen, all usable ... very pleased."—J. H. Vondell, Jr., Pres., WQDY, Calais, Me.
RCA Thesaurus Programmed Music Library is available in your area for such a low cost you can't afford to miss it! For complete information, phone, wire or write the Thesaurus representative in your area.

155 East 24th Street, New York 10, N. Y.	**MUrray Hill 9-7200**
445 N. Lake Shore Drive, Chicago 11, Ill.	**WHitehall 4-3530**
1121 Rhodes-Haverty Bldg., Atlanta, Georgia	**JAckson 4-7703**
7901 Carpenter Freeway, Dallas 7, Texas	**MElrose 1-3050**
1510 N. Vine Street, Hollywood 28, Cal.	**OLdfield 4-1660**
1800 17th Ave. South, Nashville, Tenn.	**ALpine 5-5781**

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RADIO CORPORATION OF AMERICA • RCA VICTOR RECORD DIVISION

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NOW 2,320,499 STRONG

From old Westport Landing in 1847 to the hub of a big, bold, booming 200-mile-wide trade area . . . that's the recorded growth of Kansas City.

AND NOW...
16th in Population
15th in Manufacturing Employment
14th in Number of Airline Operations
in Retail Sales
in Bank Deposits
13th in Wholesale Sales
11th in Bank Clearings
6th in Apparel Industry
3rd in Number of Railroads
as a Cattle and Calf Market
2nd in Automobile Assembly
in Feed Manufacturing
1st in Rail Receipts of All Livestock
in Vending Machine Production

KCMO-Radio—810 Kc.—50,000 watts, Kansas City's most powerful station and KCMO-TV—Channel 5—100,000 watts full power from tall tower television ... give you all this at **low** cost-per-thousand.

the TALL TOWER at Broadcasting House

GOOD PRACTICES
SEAL OF GOOD PRACTICE

***AREA POTENTIAL**

Kansas City MO TV-Radio-FM

E. K. HARTENBOWER, V. P. and Gen. Mgr., R.W. EVANS, Radio Sta. Mgr., SID TREMBLE, TV Sta. Mgr.

Represented Nationally by Katz Agency

A Meredith Station Affiliated with "Better Homes and Gardens" & "Successful Farming" Magazines.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
November 13, 1961, Vol. 61, No. 20

RADIO POSTS HEALTHY '60 TOTALS

■ Spot and local top three-year boom with record highs
■ Only network shows moderate 1.7% decline in past year
■ Total radio, tv revenue climbs toward $2 billion mark

Reports of a recent softening in national spot business for radio may not be as serious as they seem. If spot is down, its decrease is being measured against spot volume for last year. And last year's spot, it became officially known last week, was the biggest in radio history.

No industry-wide financial data for 1961 is yet available, but the impression is general that these conditions exist: Local radio business is strong, network business is at least holding its own, and radio spot is, as one observer put it last week, spotty.

Assuming this impression is confirmed when the 1961 records are compiled, 1961 may still turn out to be a good year in terms of total radio volume. As official FCC figures showed last week, 1960—the year against which radio has been judging 1961—was the all-time record year for total business.

Of the three categories of radio time sales by far the biggest is local, and local sales in 1960 were bigger than they ever had been—$385 million. If local business in 1961 is as good as some broadcasters say it is, local is headed for a better than $385 million year.

Spot, the next biggest category, supplied $202 million in 1960. Assuming local volume in 1961 is as strong as some people think, spot could sag considerably without seriously damaging total volume.

Network volume, the least of the three, was $35 million in 1960, a little less than it was in 1959. The signs in 1961 are that network volume has bottomed out after a decade of decline.

Summed up, the FCC's radio report for 1960 looked like this:

Total radio revenues were $597.7 million, up 6.7% over 1959's $560 million.

Total radio income before federal taxes were $45.9 million, 8.3% over 1959's $42.4 million.

Local time sales were $385,346,000, up 7.3% over 1959's $359,138,000.

Spot time sales were $202,102,000, up 7.4% over 1959's $188,143,000.

Network time sales were $35,026,000, down 1.7% from 1959's $35,633,000.

Radio broadcasters' income has been pulling ahead each year for the last three years. In the last 10 years, radio income, before federal tax payments, did slip twice—once in 1951 and again in 1958. But except for those two years,

FCC radio figures complete broadcasting totals for 1960

BROADCAST REVENUES, EXPENSES AND INCOME OF NETWORKS AND STATIONS OF RADIO[1] AND TELEVISION BROADCAST SERVICES

1959-1960
($ Millions)

Service	1960	1959	Percent Increase or (Decrease) in 1960
	Total Broadcast Revenues		
Radio	$ 597.7	$ 560.0	6.7
Television	1,268.6	1,163.9	9.0
Industry Total	$1,866.3	$1,723.9	8.3
	Total Broadcast Expenses		
Radio	$ 551.8	$ 517.6	6.6
Television	1,024.5	941.6	8.8
Industry Total	$1,576.3	$1,459.2	8.0
	Broadcast Income (before Federal Income Tax)		
Radio	$ 45.9	$ 42.4	8.3
Television	244.1	222.3	9.8
Industry Total	$ 290.0	$ 264.7	9.6

[1] Includes am and fm broadcasting.

NOTE: 1960 radio data cover the operations of 4 nationwide networks, 3,470 am and am-fm and 218 independent fm stations. Excluded are 40 am and am-fm stations and 3 independent fm stations whose reports were filed too late for tabulation. 1959 data are for 4 nationwide networks, 3,380 am and am-fm and 148 independent fm stations. 1960 tv data cover the operations of 3 networks and 530 stations. 1959 tv data cover the operations of 3 networks and 519 stations.

BROADCAST REVENUES, EXPENSES, AND INCOME OF RADIO BROADCAST SERVICES

1959-1960
($ Millions)

Item	1960	1959	Percent Increase 1960
	Total Broadcast Revenues		
4 Nationwide networks (including owned and operated stations)[1]	$ 63.0	$ 60.4	4.3
Other radio stations[2]	534.7	499.6	7.0
Total	$597.7	$560.0	6.7
	Total Broadcast Expenses		
4 Nationwide networks (including owned and operated stations)[1]	$ 66.0	$ 64.9	1.7
Other radio stations[2]	485.8	452.7	7.3
Total	$551.8	$517.6	6.6
	Broadcast Income (before Federal Income Tax)		
4 Nationwide networks (including owned and operated stations)[1]	($ 3.0)	($ 4.5)	....
Other radio stations[2]	48.9	46.9	4.3
Total	$ 45.9	$ 42.4	8.3

[1] 1959 and 1960 data cover the operations of the four nationwide networks and their 19 owned and operated stations.

[2] Includes 3,361 am, am-fm and 148 independent fm stations in 1959 and 3,451 am, am-fm and 218 independent fm stations in 1960.

( ) Denotes loss.

For additional tables on radio income for past year see page 90

RADIO POSTS HEALTHY '60 TOTALS continued

income has consistently forged ahead.

Three Year Boom ▪ In the last three years, radio's healthy condition is exemplified by the revenue and income figures. Total revenues amounted to $523.1 million in 1958, $560.0 million in 1959 and $597.7 million in 1960. Radio's income has also climbed in that period: $37.3 million in 1958, $42.4 million in 1959 and $45.9 million in 1960.

In 1951 radio income slumped badly, down from a record $68.2 million in 1950 to $57.5 million in 1951. This occurred again in 1958, when income dropped from $54.6 million in 1957 to $37.3 million in 1958. Aside from these two dips, radio income has paralleled radio revenues, a year-by-year climb.

The broadcasting industry as a whole continued its climb toward the $2-billion-a-year mark. In 1960, radio and television took in total revenues of $1,866.3 million compared to $1,723.9 million in 1959. This was an 8.3% increase. Income for the whole industry climbed similarly—$290.0 million before federal income tax payments in 1960 compared to $264.7 million in 1959. This is a jump of 9.6%.

The television financial roundup was issued by the FCC Aug. 29 (BROADCASTING, Sept. 4).

The four radio networks and their 19 owned stations reported total 1960 revenues of $63.0 million, compared with $60.4 million in 1959. This is a 4.3% increase. The networks, however, reported a loss of $3 million for 1960; $1.5 million less of a loss than they suffered in 1959 when their losses were $4.5 million.

The nation's 3,669 other am, am-fm and independent fm stations reached total revenues of $534.7 million—up 7% over 1959. Profits in 1960 for this group totaled $48.9 million—up 4.3% over the 1959 income.

Time sales on the nose

BROADCASTING's estimate of total time sales in 1960—published in its February 20 *Perspective 1961* issue—was almost on the nose. BROADCASTING estimated that total radio time sales would reach $624,830,000; the FCC's official calculations were $622,474,000—a difference of four-tenths of one percent.

In the time sales breakdown, BROADCASTING estimates varied from 1% to 1.5% from those reported last week by the FCC: Sale of network time was estimated at $34,496,000; of national spot at $199,164,000; of local sales at $389,152,000. This compares with the FCC's final figures of $35,026,000 for network sales (a difference of 1.5%); $202,102,000 for national spot (a difference of 1.5%); $385,346,000 for local sales (a difference of 1%).

A similar close correlation was evident between BROADCASTING's estimates for 1960 television total time sales and the actual revenues as reported by the FCC; there was only a difference of two-hundredths of one percent.

Radio Profitable ▪ Although it's the general belief that all broadcasters are in the profit column, the 1960 financial report shows that one-third of the reporting 3,470 am stations—1,145—reported they operated at a loss. This is 33% and compares with 34.7% so reporting in 1959.

Losses still plague fm. Of the 218 independent fm stations reporting (those without am adjuncts), 77.1% (168) showed losses from their operations.

The median profit of the 2,303 standard radio stations operating for the full year and which reported profitable operations was $10,800 compared to $10,300 in 1959. The average revenues of all the am stations operating for the full year was $165,164, with average income amounting to $16,596. Interestingly, 50 kw clears showed average income of $239,214, with regionals next with $12,542; then 5-25 kw outlets, $9,807 and local last, with $5,284.

All fm radio stations took $9.4 million in total revenues in 1960. Of this the 218 independent fm stations had $5.8 million and the fm stations affiliated with am licensees, $3.6 million. The independent fm outlets reported a loss of $2.4 million for the year. But 50 of the 218 independent stations reported profitable operations.

Expenses Up ▪ Total broadcast expenses for the 1960 year topped the half-billion mark. All broadcasters, including the four radio networks and their 19 owned stations plus 3,451 other am stations spent $543,558,000 on expenses. The highest amount, $193,785,000, went for general and administrative, $177,915,000 for pro-

AVERAGE PER RADIO STATION FINANCIAL DATA CLASSIFIED BY SIZE OF STANDARD METROPOLITAN STATISTICAL AREA AND COMMUNITIES NOT IN METROPOLITAN STATISTICAL AREA[1]

[Stations Operating Full Year 1960 Only]

			Average Time Sales:						
Population of:	No. of Stations in Operation	No. Reporting $25,000 or More Time Sales	Networks	National and Regional Advertisers and Sponsors[2]	Local Advertisers and Sponsors[2]	Total Stations Reporting	Total Broadcast Revenues[3]	Total Broadcast Expenses	Total Broadcast Income[4]
2,000,000 and over	206	205	$ 7,412	$405,720	$359,910	205	$697,350	$568,791	$128,559
1,000,000 - 2,000,000	140	136	10,360	204,359	254,210	140	409,358	357,998	51,360
500,000 - 1,000,000	244	240	4,868	114,044	168,032	242	259,188	241,873	17,315
250,000 - 500,000	342	333	3,435	17,807	139,457	337	197,718	188,484	9,234
200,000 - 250,000	113	108	2,058	49,722	122,612	112	162,901	154,117	7,926
150,000 - 200,000	97	96	2,095	43,879	121,079	96	164,316	150,117	14,199
100,000 - 150,000	149	147	3,022	39,921	113,290	149	151,016	144,877	6,319
50,000 - 100,000	71	68	3,076	23,547	96,321	68	120,685	116,049	4,636
25,000 - 50,000	370	360	1,867	19,794	96,641	365	116,927	109,306	7,621
10,000 - 25,000	648	633	1,065	13,324	79,636	645	92,338	85,697	6,641
5,000 - 10,000	561	530	517	8,788	60,895	554	67,915	62,367	5,548
2,500 - 5,000	358	317	459	4,983	49,522	351	51,357	47,581	3,776
Less than 2,500	119	104	128	9,074	48,848	117	52,859	50,136	2,723
TOTAL	3,418	3,277	$ 2,471	$ 61,565	$116,400	3,381	$165,164	$148,568	$ 16,596

[1] Census of Population, 1960.
[2] Before commissions to agencies, representatives and others.
[3] Total revenues consist of total time sales less commissions plus talent and program sales.
[4] Before Federal income tax.

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NEW YORK RADIO

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THE VOICE OF NEW YORK
570 kc
the straus broadcasting group

Represented by AM Radio Sales

gramming, $100,745,000 for selling and $71,113,000 for technical.

The bulk of these expenses are for salaries. There were almost 53,000 people employed in the radio industry in 1960—51,723 in standard radio and 1,266 in fm. In am radio, 41,705 people had full-time jobs and 10,018 part-time jobs. In fm radio, 749 people had full-time jobs and 517 part-time.

The radio industry has $422,911,000 invested in tangible property on an original cost basis, of which $8,171,000 is the fm investment. On a depreciated cost, the entire industry has $226,109,000 invested in property, with $6,258,000 allocated to fm.

Two standard metropolitan areas each have 30 standard radio stations operating in their areas. One metropolitan area has 26 am outlets on the air. There are 36 metropolitan areas which have 10 or more am radio stations operating. There are 1,358 metropolitan communities which only have one station each.

Chicago Is Best ▪ The best city for radio income is Chicago. A check of the city-by-city breakdown (page 90) included in the 1960 FCC report indicates that Chicago's 24 reporting stations took in $23.5 million in total revenues and $7.3 million as income. This is a 31% return.

Detroit radio also showed up well in the ratio of revenues to income. Total revenues for Detroit's 11 radio stations was $10.8 million; income $3.0 million. This is a 28% return.

New York ranked third in this category. New York's 30 stations took in a total of $34.3 million in revenues and had an income of $7.4 million—a ratio of 22%.

Boston's 17 stations totalled $9.4 million in revenues and $1.7 million in income, a ratio of 18%. Los Angeles-Long Beach's 29 reporting stations had total revenues of $19.6 million and income of $3.1 million, a ratio of 16%. Philadelphia's 20 reporting stations took in a total of $11.9 million with income $904,251, a ratio in the neighborhood of 8%.

The over-all ratio of total revenues, $560.3 million, to income, $55.2 million, is 9.8½%.

Radio should prove how well it sells

THAT'S REACTION TO AGENCY APATHY; OTHERS DOUBT SURVEY HONESTY

Radio should take prompt action to show agency spot buyers the medium offers the most effective way to reach the community, judging by response to a survey of spot radio trends the results of which appeared in the Oct. 30 BROADCASTING.

Most comments took the position that radio should face up to any signs that some agency spot buyers are showing less interest in the medium. Others were critical of the survey, claiming it did not do justice to radio's community service and might lead other agency buyers into an anti-radio position.

Official praise for the article and its resume of radio's problems came from the NAB Radio Board, of which George C. Hatch, Intermountain Network, is chairman. He has asked the NAB staff to study questions centering around the crowded spectrum as well as the feasibility of strengthening the NAB Radio Code to prevent off-card selling and similar devices.

Health of Radio ▪ Mr. Hatch wrote: "The NAB Radio Board of Directors congratulates you on an excellent feature article and editorial on radio in your Oct. 30 issue. Gov. LeRoy Collins, NAB president, has been discussing this basic issue of radio's economic health in each of our fall conferences.

"Commissioner Fred Ford's speech of Oct. 19 to the Kentucky Broadcasters Assn. gave a very thoughtful and penetrating analysis of the problem.

"We hope that industrywide discussion of this most important and fundamental issue may enable the Jan. 29-Feb. 3 meeting of our NAB Radio Board to firm up radio code practices and radio research projects that will give constructive leadership in solving this most difficult problem of improving program and sales practices in an over-populated industry. I would suggest that BROADCASTING offer reprints of the article and editorial for further distribution and discussion."

Mr. Hatch said Commissioner Ford's speech and the BROADCASTING article raise the question of whether the Radio Code "can or should enter into the area of selling off rate card, double billing and other deplorable commercial practices." He continued, "There is no question that code membership would be more meaningful if it meant more than prohibiting obvious program abuses."

Provost Critical ▪ D. L. Provost, vice president and radio-tv chairman of Hearst Corp., contended the BROADCASTING story "could have taken a positive approach," feeling it downgrades radio unnecessarily. Both WISN Milwaukee and WBAL Baltimore, Hearst radio properties," will have larger profits this year than in many years," he added. He ascribed this improvement to constructive programming, avoidance of triple spotting and building station prestige through high operating standards.

Mr. Provost said local business "can be seriously hurt because local agencies will say, if this is the way the big agencies feel we ought to re-examine the situation."

Radio gets a whopper

Jos. Schlitz Brewing Co. for old Milwaukee Beer, through Post & Mohr, Chicago, has bought new package of two-minute radio sports features, *Sports Beyond Belief*, for exclusive presentation five-times weekly on stations in about 60 to 100 markets starting Jan. 1 for two years. Packager is Jim Mills Productions, Chicago. Markets in Midwest, South and Southeast will be used.

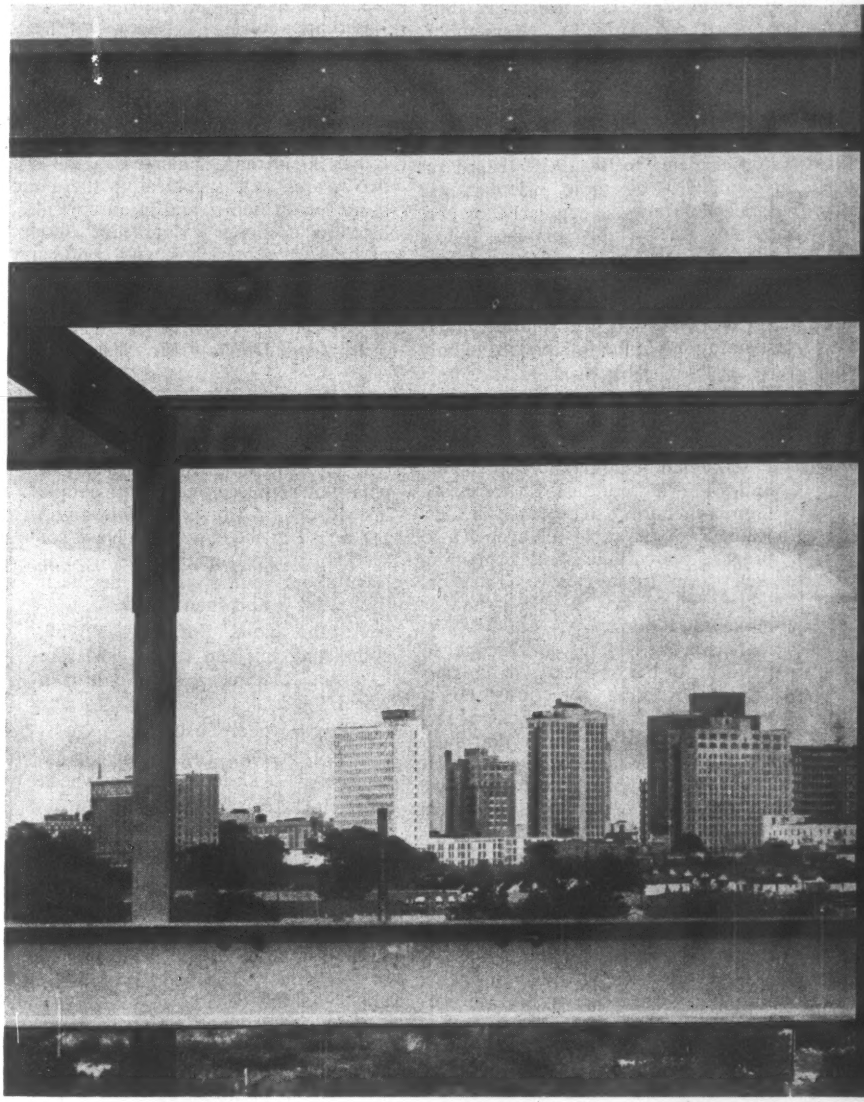
The article could have helped radio, he said, by taking the premise there are many well-operated stations doing well but they are "in jeopardy because of the shysters, slick operators, giveaway artists, garbage collectors and the like which do not deserve advertising support." He contended the article "did not take the trouble to emphasize the fact that the tv networks by deep invasion of the spot field have helped to siphon off revenue that might otherwise go into radio" and felt it should have emphasized that well-run radio stations doing a community job still get their share of the advertiser's dollar.

Multiple Spots ▪ Mr. Provost continued, "There are stations in our markets which run four, five and more spots together. Now the trend among these shady operators is to give a week's free run to get a spot schedule. How can an agency even consider placing campaigns on stations of this type? Why does not BROADCASTING point these out with the suggestion that advertisers and advertising agencies choose stations of character on which to place their commercials?"

He suggested the article "deliberately set out to harm radio," saying a statement that local business is good should have been used as basis for the argument that national buyers therefore should buy radio. "Local advertisers know what medium moves their products and what stations," he said. He proposed the publication "should assume its responsibility and now come out with a positive story on the well-run station in radio, and fast."

Thomas S. Carr, vice president and

WSOC-TV and Charlotte...
station and city on the grow, grow, grow!



Charlotte's industrial and business development first 6 months 1961:*

33 new firms

Plant investments by new firms — up 205%

New jobs created — up 12%

Amount building space used — up 31%

**Compared with same period '60*

Charlotte is one of your finest areas for sales growth. Business expansion far outstrips U. S. average . . . and Charlotte leads in healthy N. C. by a healthy margin. Nation's 29th in wholesale distribution; tops giants like Louisville, Richmond, Miami. Get more sales, more advertising exposure for your money. Get on Charlotte's WSOC-TV, a great area station of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by **H-R**

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton

manager of radio, WBAL, said he was "shocked and dumfounded that you would run such a completely negative article on radio." He continued, "If you had attacked the bad by pointing out the good, it would have at least been somewhat better, though still unpardonable. Worst of all, your editorial, 'Radio's Soft Spot,' compounded the article. . . . I think you owe those of us who run good, clean, hardhitting operations a direct apology. You have hurt us immeasurably."

Effective Coverage ■ The general manager of a southern radio station, who asked that his name be withheld, said he felt the story "covered all sides of the question rather effectively" but thought the station ratings problems "was touched upon lightly." He suggested "ratings are not what they're cracked up to be . . . Because those stations that order surveys always soup up programming with this and that gimmick, or choose times when they have specials on for several days, maybe baseball, football or what have you." He proposed New York and Chicago agencies "take a leaf from regional agencies" to learn something about radio and a station's acceptance in its own area. "Those agencies are not content to sit and stare at charts on office walls," he said. "They send people into the area to study the stations firsthand; listen to them, and ask questions about them of people not connected with stations."

The southern broadcaster said agencies "lost radio somewhere along the way, mostly through their own inability to properly evaluate radio today. . . . Agencies themselves are frequently the reason why radio salesmen seem wary, because the national agencies started trying the old business of buying two spots and asking for an extra spot free. If you don't agree, they buy elsewhere. The national agencies have forgotten that radio made broadcasting, and in many cases, the agencies too. They seem totally unaware that radio still is a strong influence on the buying public. They choose to overlook the fact that radio set sales continue to be far higher than tv set sales, which means radio must be used. They deliberately ignore the known fact that radio news can't be topped by any media, whether the news is local or national or international."

Effort Needed ■ This broadcaster said this dangerous trend must be stopped by a concerted effort on the part of all stations. He concluded: "While it may be true radio salesmen in some cases are not selling their wares properly, it also is equally true that the agencies have deliberately blinded themselves to radio and refuse to take even a peek lest they find they have been wrong, and might have some explaining to do to their clients."

Lee Morris, sales manager of WSB Atlanta, Ga., called the article "a synthesis of what's good and bad about radio." He continued: "Granted, there's some bad in radio. Likewise there's bad in newspapers, magazines, billboards, tv, postcards. . . . Remember, too, there's a lot of good in radio and it's reflected every day in communities across the nation."

Mr. Morris asked: "Is the current softness in radio buying by some of the major agencies really 100% based on this long list of radio ills that are paraded before us so regularly; or perhaps are we possibly playing follow the leader down Madison Avenue where radio buying 'isn't the vogue this season'?"

At WSB, he said, the station is busy "programming in the interest of the only thing we have to offer—an interested public." He listed some of the public service projects undertaken by the station and the response by the public.

"In our coverage area where clients and agencies can hear us, and personally know the type of service we offer, there are no anti-radio advertising agencies," Mr. Morris said. "Our radio salesmen are welcomed in all shops. Our suggestions are appreciated."

Optimistic View ■ Morton Lowenstein, operating Philadelphia Spot Sales, said: "It seems to me than unless the entire radio industry can discover and expose successfully those areas in which it is pre-eminent above all other media in assisting the advertiser to perform one or more of the many functions involved between the decision to provide the maker or canner, and the final use by the consumer, radio will continue to be in trouble. I am convinced that practically all people know their radio stations, but the successful radio stations are the ones that know their people. I am optimistic that radio will gradually recover its share of the national and regional dollar."

Radio is the most efficient means of servicing expanding markets in the country. That's the observation of Maurie Webster, a CBS radio vice president and the general manager of CBS Radio Spot Sales.

Mr. Webster talked about his favorite advertising subject at the Dallas Advertising League last week. He said that radio is a new medium—"radio has totally changed in the last 15 years. It has significantly changed in the last two years." Or specifically: there are more sets in homes and in automobiles, listening occupies a significant amount of time for Americans, and confidence (as well as dollars) of advertisers in radio "has gone steadily upward since our temporary low point in 1954."

Do's and Don'ts ■ Mr. Webster suggested several "don'ts" and one "do" for advertisers considering radio:

- Radio is flexible, "but don't wait until just before your campaign starts to buy time." The good stations probably wouldn't be able to schedule you.
- During driving times radio "reaches huge audiences." But for products housewives buy, "avoid driving times."
- "Radio permits you to be selective in reaching your best customers . . . but don't set too firm a buying pattern." Let the salesman know what your goals are as he may know a "different and better way to achieve them."
- Production costs in radio are far below those of tv and magazines "but don't assign a junior writer to prepare your commercials. They'll bring real results if given imagination and care."
- "The one 'do,' " he concluded, "is —to try radio—it's a well-proven medium to move goods or services."

Cavemen promote advertising

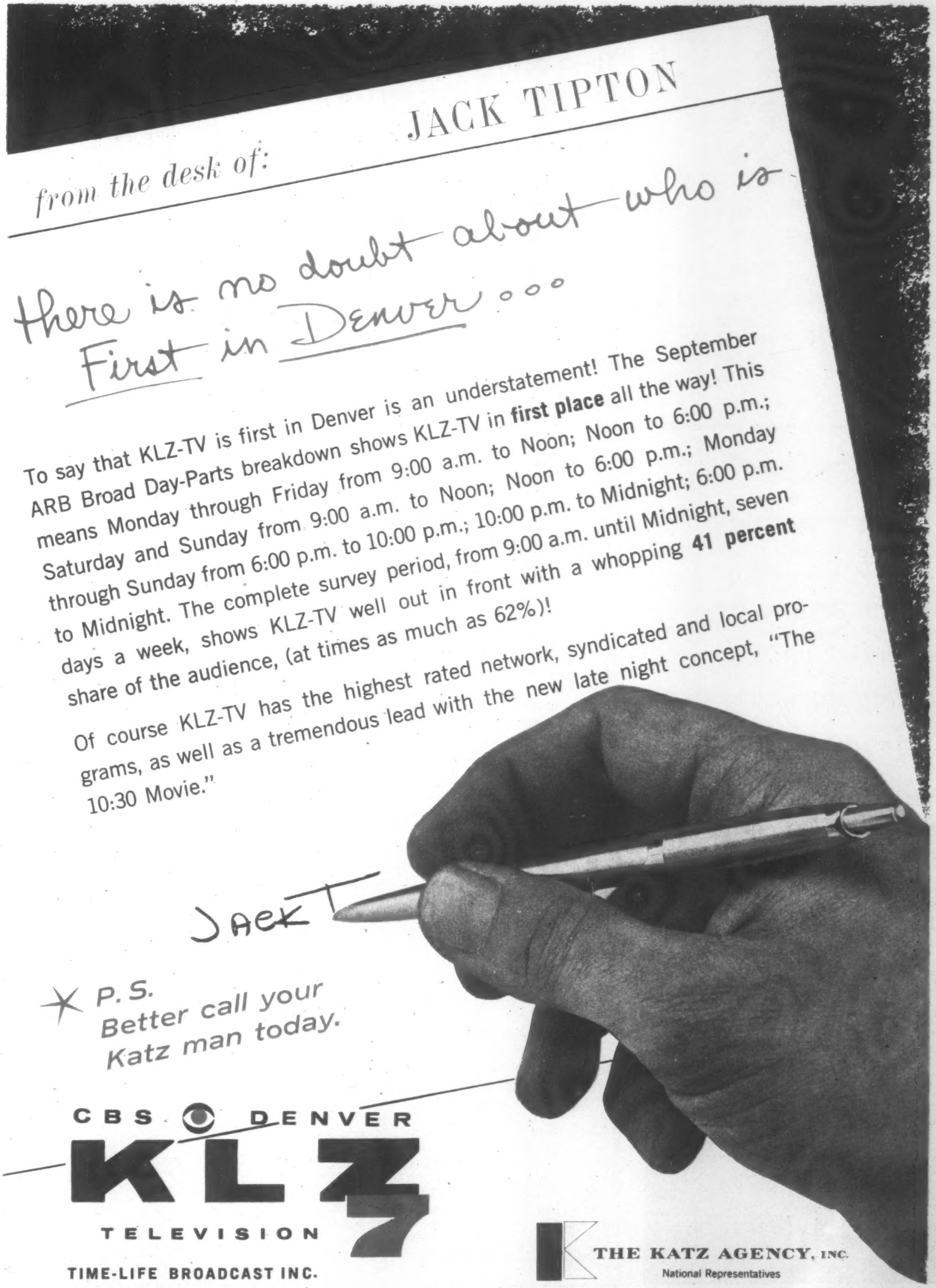
Caveman characters named Og and Zog will represent Lawrence C. Gumbinner Inc.'s acceptance of CBS Radio's invitation to all agencies to prepare one-minute spots explaining advertising to laymen. The spots will be placed on 10 CBS-owned or affiliated stations.

This is the way Og and Zog get to the heart of the business: Og finds his friend inventing something he is planning to take around to a few other cavemen so "them that may like it may order one." Og says that is the old-fashioned way; today we advertise: "Advertising is a simple way of spreading the word about what you're making to lots of people instead of just a few. And when you put an ad in the 'Caveman News' or send up smoke signals many people learn about your invention, decide if they want it and then buy it."

At the close, Zog says, "Well, completed, big and round, just like a moon. I think I shall call it a wheel."

"Why a wheel?" asks Og.

"Well," replies Zog somewhat defensively, "it-uh-looks like a wheel. Don't it?"



from the desk of: JACK TIPTON

There is no doubt about who is First in Denver . . .

To say that KLZ-TV is first in Denver is an understatement! The September ARB Broad Day-Parts breakdown shows KLZ-TV in **first place** all the way! This means Monday through Friday from 9:00 a.m. to Noon; Noon to 6:00 p.m.; Saturday and Sunday from 9:00 a.m. to Noon; Noon to 6:00 p.m.; Monday through Sunday from 6:00 p.m. to 10:00 p.m.; 10:00 p.m. to Midnight; 6:00 p.m. to Midnight. The complete survey period, from 9:00 a.m. until Midnight, seven days a week, shows KLZ-TV well out in front with a whopping **41 percent** share of the audience, (at times as much as 62%)!

Of course KLZ-TV has the highest rated network, syndicated and local programs, as well as a tremendous lead with the new late night concept, "The 10:30 Movie."

JACK T

* P. S.
Better call your
Katz man today.

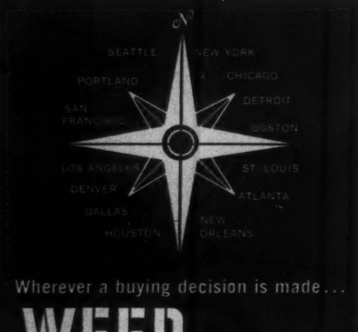
CBS DENVER
KLZ 7
TELEVISION
TIME-LIFE BROADCAST INC.

THE KATZ AGENCY, INC.
National Representatives

OUR
GUYS
ARE
THERE!

*When a campaign
is breaking...
When orders are
being placed...
When decisions are
being made...*

With 14 Weed offices WEEDmen are on the spot daily with direct, personal salesmanship...the kind that gets the order!



Wherever a buying decision is made...
a WEED man IS THERE!

AAAA: MEDIA AND MACHINES

Tie-in between media buying and data-processing to be explored as part of busy eastern meeting

Buying by more than just "the numbers"—and the uses of a new tool which many broadcast salesmen fear will make numbers-buying easier—will be explored in two sessions of the annual eastern conference of the American Assn. of Advertising Agencies this week in New York.

The media-buying session will deal with "hidden media values, or going beyond the numbers," which program planners describe as an examination of the advantages of not playing "follow the leader" in media strategy.

The tool which has raised fears of more reliance on numbers, especially in spot buying, is the electronic computer. Its "applications to problems of media strategy" will be studied at the research session.

The importance of agency services available through the use of electronic data-processing equipment was rated so important by Wallace T. Drew, marketing vice president of Coty Inc., that he warned agencies in a speech at the Assn. of National Advertisers' fall meeting 10 days ago that they had better start using this sort of equipment or else risk having their clients set up house agencies (BROADCASTING, Nov. 6).

The media-buying session, scheduled tomorrow (Tuesday) afternoon, will be headed by Frank Gromer of Foote, Cone & Belding. Speakers will be Howard G. Sawyer, Marsteller Inc.; Sam B. Vitt, Doherty, Clifford, Steers & Shenfield; Robert Liddel, Compton Adv., and William E. Matthews, Young & Rubicam.

The session on computers is slated for Thursday morning and will be led by Clark L. Wilson of BBDO. Speakers will be Herbert D. Maneloveg and David Learner, also of BBDO; Milton Godfrey of C-E-I-R, which owns the American Research Bureau ratings organization and is a minority owner and working associate of the new Central Media Bureau's radio-tv billing and information service (BROADCASTING, Oct. 16); Prof. William Cooper of Carnegie Institute of Technology; Prof. A. Charnes of Northwestern U., and Darrell B. Lucas of New York U.

Enthusiasm ▪ The electronic computer's speed and versatility have generated widespread enthusiasm among agency and advertising executives who hope to reduce man-hours and increase efficiency, especially in handling such tedious chores as estimating alternative campaign plans. Data-processing experts have acknowledged that the machines could also be used to make campaign buys almost strictly according to program ratings. They could store ratings data along with availabilities lists and let the equipment designate which spots are in or adjacent to the highest-rated periods. Computer services operating in radio-tv have disavowed any immediate plans to put their equipment to work in this way, however.

The research and media-buying sessions are two of ten events planned for the annual conference, to be held Tuesday through Thursday at the Hotel Biltmore. More than 1,500 agency people are expected to attend the three-day meeting, which will present a total of 55 speakers and panelists.

Believability ▪ The creative session, on Thursday afternoon, will discuss believability or "how to advertise in the new climate." Speakers will be Herbert A. Carlborg of the Institute for Motivational Research. Advertisements will be evaluated by a panel consisting of Frederic Papert of Papert, Koenig,

ARBITRON'S DAILY CHOICES

Listed below are the highest ranking television shows for each day of the week Nov. 2-8, as rated by the National Arbitron instant ratings of the American Research Bureau. These ratings are from a sample of 1,200 television homes per half hour properly distributed across the U. S.

Date	Program and Time	Network	Rating
Thur., Nov. 2	**Hazel** (9:30 p.m.)	NBC-TV	22.7
Fri., Nov. 3	**Rawhide** (7:30 p.m.)	CBS-TV	21.1
	Flintstones (8:30 p.m.)	ABC-TV	21.1
Sat., Nov. 4	**Perry Mason** (7:30 p.m.)	CBS-TV	27.3
Sun., Nov. 5	**Bonanza** (9 p.m.)	NBC-TV	26.4
Mon., Nov. 6	**Danny Kaye** (9 p.m.)	CBS-TV	24.4
Tue., Nov. 7	**Red Skelton Show** (9 p.m.)	CBS-TV	25.1
Wed., Nov. 8	**Wagon Train** (7:30 p.m.)	NBC-TV	29.4

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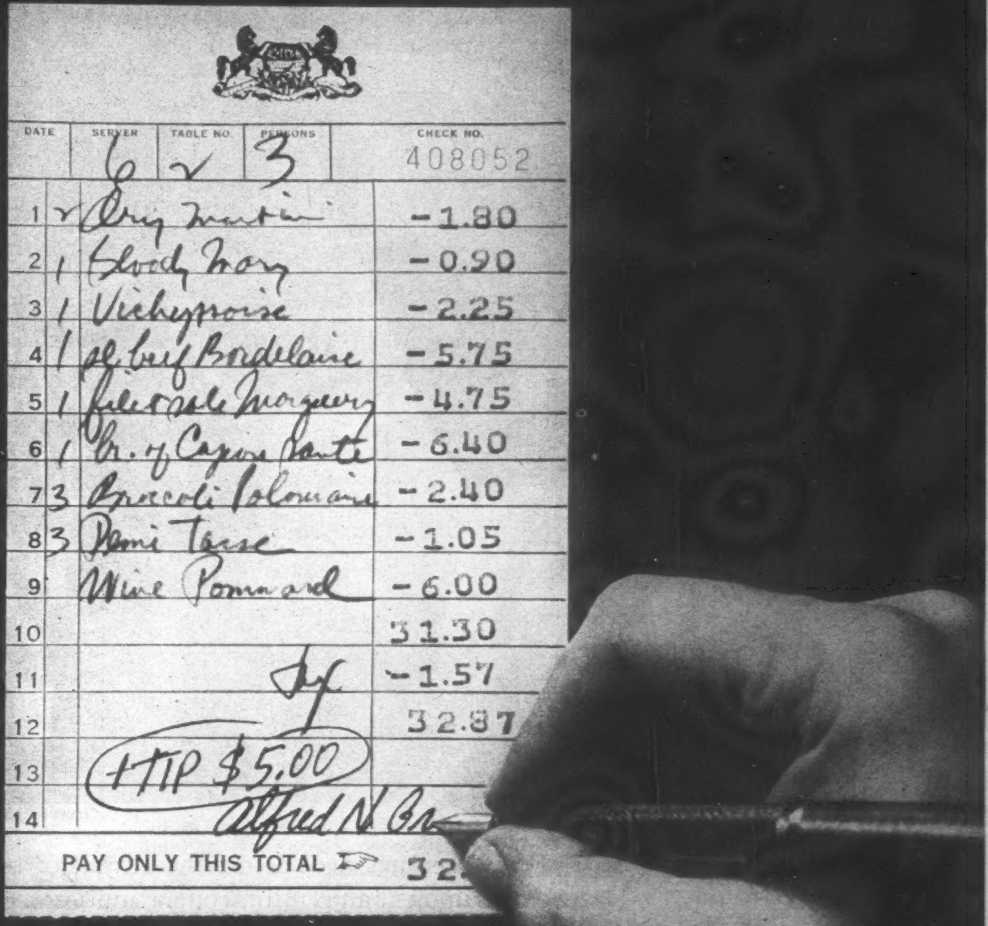

DATE	SERVER	TABLE NO.	PERSONS	CHECK NO.
	6	✓	3	408052

1	✓	Dry Martini	-1.80
2	1	Bloody Mary	-0.90
3	1	Vichyssoise	-2.25
4	1	sl. beef Bordelaise	-5.75
5	1	filet of sole Marguery	-4.75
6	1	Br. of Capon Saute	-6.40
7	3	Broccoli Polonaise	-2.40
8	3	Demi Tasse	-1.05
9		Wine Pommard	-6.00
10			31.30
11		Tx.	-1.57
12			32.87
13		+TIP $5.00	
14		Alfred N Gr	

PAY ONLY THIS TOTAL ☞ 32

Living it up...on nothing down

You see him in all the best places, driving the expensive car, flying the oceans, treading the soft carpeting of the executive suite —the 1961 American, living it up on nothing down.

And the guy who works for him has caught the virus, too. It's so easy to spend those two weeks island hopping the Caribbean (Pay Nothing Until April!), pick up that outboard, replace that old washing machine. Buy now. Why not? Pay later? Ah, there's the rub.

"How Serious The Challenge?"—an Autumn series on our national economy by the seven CBS Owned Radio Stations—explored the credit explosion on its premiere program, "Credit Buying: How Much Are We In Hock?"—produced by WCBS New York.

On succeeding weeks the other six stations produced illuminating programs on other phases of our economy: "Employment: East" (WCAU Philadelphia); "Employment: West" (KCBS San Francisco); "Old Age: Care for Senior Citizens" (KNX Los Angeles); "Urban Development and the Housing Problem" (KMOX St. Louis); "Civil Defense" (WEEI Boston); and "Wages and Prices" (WBBM Chicago).

Who cares about statistics? We heard a voice of misery finding new hope in the promise that his Pennsylvania ghost town would be brought back to life. We heard the octogenarian who is finishing his years on Social Security. We heard the factory owner, the cabinet member, the banker, the miner with sweaty face. Local people on their local stations, digging into national problems.

Only the CBS Owned Radio Stations—with their strategic locations and skilled staffs, who know what the problems are and how to present them—could explore such questions in depth. And only these stations did it.

This is grown-up radio, full-range radio, idea radio — presenting challenging thoughts to substantial people. People with real concern, real influence, real money in their wallets.

These are the people you reach most often, with most impact, on . . .

THE CBS OWNED RADIO STATIONS

WCBS New York, **WBBM** Chicago, **WCAU** Philadelphia, **WEEI** Boston, **KMOX** St. Louis, **KCBS** San Francisco, **KNX** Los Angeles.

Represented by CBS Radio Spot Sales

Hardman
Autotone
REMEMBER
WHEN
?

ILLUSTRATION COURTESY OF THE BETTMANN ARCHIVE

Half a century ago, before the advent of television, entertainment and cultural opportunities were limited in scope and available to only a few. Today, in sharp contrast, WGAL-TV regularly presents worthwhile educational, cultural, and religious programs; accurate and informative news and sports coverage; as well as the finest in entertainment, all of which enriches the lives of many thousands of men, women and children in the WGAL-TV viewing audience.

WGAL-TV
Channel 8

Lancaster, Pa.
NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative:
The MEEKER Company, Inc.
New York Chicago
Los Angeles San Francisco

Lois; John H. Tinker Jr. of Jack Tinker & Partners; Phyllis Robinson of Doyle Dane Bernbach, and Edward G. Zern of Geyer, Morey, Madden & Ballard. William D. Tyler of Benton & Bowles will preside.

A closed session on agency management is scheduled for Wednesday morning, with speakers including Marion Harper Jr. of Interpublic Inc., AAAA chairman; Frederic R. Gamble, AAAA president; Richard Turnbull, AAAA senior vice president, and Dr. Peter Sammartino, president of Fairleigh Dickinson U. Harold L. McClinton of Reach, Clinton & Co. will preside.

Another closed session Wednesday afternoon will concentrate on causes for criticism of advertising. Chairman and keynote speaker will be Arthur C. Fatt of Grey Adv. Other speakers will include John G. Mapes of Hill & Knowlton, public relations consultant to AAAA; Alfred J. Seaman of Sullivan, Stauffer, Colwell & Bayles; Robert T. Colwell, J. Walter Thompson Co.; George H. Gribbin, Young & Rubicam; Frank K. White, Interpublic Inc.; Stockton Helffrich of the NAB television code office, and Roger H. Bolin of Westinghouse Electric Corp., past chairman of ANA.

William E. Williams, president of Procter & Gamble Co. of Canada, will address the Wednesday luncheon. Barton A. Cummings of Compton Adv., chairman of the AAAA eastern region, will preside.

The account management session on Thursday morning will deal with the account executive's varying roles as communicator, initiator, appraiser and interpreter. John P. Beresford of McCann-Erickson will preside. Speakers will be Philip C. Carling, BBDO; Warren Fales, Norman, Craig & Kummel; Edward Gumpert, Geyer, Morey, Madden & Ballard, and David Donovan, Benton & Bowles. Herbert D. Strauss, Grey Adv., will summarize.

NIELSEN

Second Report for October 1961
(Based on two weeks ending Oct. 15, 1961)

NIELSEN TOTAL AUDIENCE (†)

Rank		Rating % U.S. TV Homes	No. Homes (000)
1	**World Series—Sun.**	46.8	21,949
2	**World Series—Sat.**	44.8	21,011
3	**World Series—M-W-Th**	37.7	17,681
4	**Wagon Train**	37.5	17,588
5	**Bonanza**	34.2	16,040
6	**Sing Along With Mitch**	32.0	15,008
7	**Walt Disney**	30.8	14,445
8	**Perry Mason Show**	30.7	14,398
9	**Red Skelton Show**	29.8	13,976
10	**Perry Como**	29.1	13,648

NIELSEN AVERAGE AUDIENCE (‡)

Rank		Rating % U.S. TV Homes	No. Homes (000)
1	**World Series—Sun.**	33.2	15,571
2	**World Series—Sat.**	32.8	15,383
3	**Wagon Train**	30.4	14,258
4	**Bonanza**	29.9	14,023
5	**Red Skelton Show**	27.8	13,038
6	**Gunsmoke—10 p.m.**	26.8	12,569
7	**Andy Griffith Show**	26.5	12,429
8	**Gunsmoke—10:30 p.m.**	26.4	12,382
9	**Danny Thomas Show**	25.7	12,053
10	**Sing Along With Mitch**	25.6	12,006

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

Background: The following programs in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Bonanza (NBC-178); Chevrolet (Campbell-Ewald), Sun., 9-10 p.m.

Perry Como (NBC-168); Kraft (JWT), Wed., 9-10 p.m.

Walt Disney (NBC-182); RCA (JWT), Eastman Kodak (JWT), Sun., 7:30-8:30 p.m.

Andy Griffith Show (CBS-181); General Foods (B&B), Mon., 9:30-10 p.m.

Gunsmoke (CBS-199); Liggett & Myers (D-F-S), S. C. Johnson (FC&B), Remington Rand (Y&R), General Foods (B&B), Sat., 10-11 p.m.

Perry Mason (CBS-185); Colgate (Bates), Drackett (Y&R), Philip Morris (Burnett), Sterling Drug (D-F-S), Quaker Oats (JWT), Sat., 7:30-8:30 p.m.

Sing Along With Mitch (NBC-171); Ballantine (Esty), Buick (Burnett), R. J. Reynolds (Esty), Thur., 10-11 p.m.

Red Skelton (CBS-195); S. C. Johnson (FC&B), Corn Products (GB&B), Tue., 9-9:30 p.m.

Danny Thomas Show (CBS-179); General Foods (B&B), Mon., 9-9:30 p.m.

Wagon Train (NBC-186); R. J. Reynolds (Esty), National Biscuit (M-E), Wed., 7:30-8:30 p.m.

World Series (NBC-208); Gillette (Maxon), Chrysler (Burnett), Oct. 4-5 and 7-9.

(‡) Homes reached during the average minute of the program.

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Blow your own horn, H-R clients advised

The need for continuing promotional activities by all stations to establish radio-tv as a basic part of the community was the theme stressed at a meeting in New York on Nov. 3 of 25 owners, general managers and promotion directors of stations represented by H-R Television Inc. and H-R Representatives Inc.

Ray Simms, director of sales promotion for the H-R companies, urged station management to have at its disposal "at least one individual who can represent the broadcasting industry at civic meetings and can answer criticism about our media." This subject was elaborated upon in a luncheon addressed by Miles David, vice president and director of promotion, of Radio Advertising Bureau, who urged radio stations to editorialize on vital issues as a way of raising their prestige in the community, and Norman E. Cash, president of the Television Bureau of Advertising. Mr. Cash claimed there is "a crying need for spokesmen in individual markets who will be recognized outside of the broadcasting industry—the lack of 'blowing-our-own-horn' may be at the root of much of the unjustifiable criticism against us."

Mr. Simms was moderator at an "idea exchange" during which 11 speakers from stations on H-R's list reviewed case histories of some of the outstanding promotions conducted by the outlets. H-R sponsored the meeting as a pre-BPA convention activity.

Two buy KNXT (TV) special

Coca-Cola Bottling Co. of Los Angeles, through McCann-Erickson, Los Angeles, and Frito-Lay Inc., through Edwin Wasey, Ruthrauff & Ryan, Los Angeles, will sponsor two telecasts of a teen-age documentary, *The Intense Generation,* on KNXT (TV) Los Angeles. The one-hour program delves into the thoughts and activities of teenagers in Southern California, and will be broadcast on Nov. 23 (Thanksgiving) at 9-10 p.m. and repeated Dec. 17 (a Sunday) at 2:30-3:30 p.m.

Agency appointments...

- Bruning Paint Co., Baltimore, Md., appoints W. B. Doner & Co.
- Rambler Dealers Assn. of Massachusetts appoints Ray Barron Inc., Boston.
- Oak Manufacturing Co., Crystal Lake, Ill. appoints Klau-Van Pietersom-Dunlap, Milwaukee.
- Fire Safety Consultants Inc., Lodi, N. J., appoints Metlis & Lebow Corp., New York.
- ABC Radio West, regional link of ABC Radio, appoints Albert Frank-Guenther Law Inc., Los Angeles, as its advertising agency.
- Century 21 (Seattle World's Fair) appoints The Mack Agency, Hollywood, Calif.
- New England Lumber Div., Diamond National Corp., appoints Gardner Adv., New York, as its agency.

Business briefly...

Plymouth Dealers Assn. of the Los Angeles Region is using radio and newspapers this month in its first major advertising effort for the 1962 Plymouth and Valiant cars. Campaign, placed by N. W. Ayer & Son, Hollywood, calls for nine radio stations to carry a total of 662 one-minute spots, each comprising a 50-second transcription and

A tv success story at midnight: selling bed sheets

The start of one of tv's newest advertising success stories can be pinpointed to midnight, July 26, on NBC-TV's *Jack Paar Show*. The adroit tv introduction of Pacific Mills Domestics and its new contour sheet product led to a 41% increase of branded Pacific Mills merchandise within a two-month period, according to Everett Drake, the young, dynamic president of the giant textile company, M. Lowenstein & Sons Inc., New York, parent company of Pacific Mills Domestics.

Results of the initial three-week campaign (July 26-Aug. 17) to introduce sheets with a "new and patented Custom-Ex corner" exceeded all expectations of Pacific's management—a group of young men who at first were reluctant to risk a $4-5 million product investment on an untried medium, since previous tv advertising by competitors offered insufficient proof of television's effectiveness. Their concern was understandable since the century-old company's future rested to a large degree on the early acceptance of Custom-Ex, Mr. Drake and William Smith, Pacific's advertising director, told BROADCASTING.

It was Mogul, Williams & Saylor Inc., New York, Lowenstein's agency since 1951 and Pacific's agency since 1960 that prevailed upon the skeptical management to try the Paar late-night show as a way to meet a basic problem of immediate consumer acceptance. And it was the agency's proposal, under the leadership of Sidney Matthew Weiss, executive vice president, and Joseph Eglies, agency account executive, that the Custom-Ex corner sheet be promoted because of its unique attributes. For some years Pacific had been making the contour sheet for hospital use. It was fitted with tapes, a feature the agency recognized as not only one which "makes bed-making as easy as child's play" (as the copy now suggests) but also offers the advantage of demonstration in tv advertising.

Sales Force Elated ▪ The transition to convert the line required a full year. But by last February, Pacific Mills was ready to indoctrinate its sales force at a meeting in New York. After seeing a slide presentation and the first Custom-Ex film commercial, Mr. Drake said the "overwhelming enthusiasm of the salesmen, who are jaded to every sales gimmick in the book and more besides, convinced us we were on the right track."

In informing retailers of the selling qualities of Custom-Ex sheets and the approaching national advertising program, the salesmen last spring took projectors around to store buyers to show the tv commercial as well as a 12-minute segment from a *Jack Paar Show* featuring comedians Shelly Berman and Jack E. Leonard. This presentation also was shown continuously during the industry's June market week in New York. Another pre-campaign technique to induce retailers to stock the line was a mailing of some 2,000 "Here's Jack" promotion packets which included both a brochure titled "I Kid You Not," and Mr. Paar's autobiography of the same title.

Timed to coincide with August white sales in department stores, the initial tv schedule consisted of 10 one-minute participations over a 64-station lineup on the late-night show. The commercials were seen by housewives just before going to bed, and the local store cut-ins told them where to buy the sheets the next morning. Heavy viewer response, Mr. Drake said, "made us decide to divert money from a planned print media campaign to do a two-week follow-up campaign on the *Paar* show in October."

Since tv has changed "our whole concept, our whole philosophy of doing business," Mr. Drake said, "we have decided to return to the *Jack Paar Show* in January 1962." He said that the introductory tv campaign cost approximately $100,000, out of a total tv promotion and advertising expenditure in July of $180,000. The tv budget for 1962, he said, will be doubled, with 70%

a 10-second live tag.

Zenith Stereo Receivers has launched a pre-Christmas saturation fm campaign in southern California a new low-priced console model stereo set will be featured in the spot schedule which started Nov. 6 on 17 fm stations and will run through Dec. 20. Mulle, Breen & Waldie, Beverly Hills, is the agency for Sues, Young & Brown, Zenith distributor.

Scott Paper Co., Philadelphia, is using tv as its "basic medium" to advertise its new "Magic Oval" facial tissue package that features a two-way dispensing system. Scott is placing its commercials primarily on network tv (nighttime shows include *New Breed* on ABC-TV, and *Window on Main Street* and *Father Knows Best,* both CBS-TV).

Rep appointments...

- WVUE (TV) New Orleans: Edward Petry & Co.
- KUXL Golden Valley, Minn.: James D. Bowden.
- KFIF Tucson, Ariz.: J. A. Lucas Co., San Francisco, as west coast representative.
- KTVE (TV) El Dorado, Ark.-Monroe, La.: Venard, Rintoul & McConnell Inc.

Also in advertising...

Lighting up ▪ Videotape Productions of New York Inc., reports it has engaged Imero (Immie) Fiorentino as its lighting consultant and will utilize two devices invented by him to improve lighting in the production of tape commercials. The new devices are called Roto-Glo and Glamour-Ray and are utilized for the lighting of small reflective objects. Charles Holden, Videotape Productions' director of production, claims the devices will enable the company to create via tape a number of effects presently accomplished through animation.

New home leased ▪ Geyer, Morey, Madden & Ballard Inc., New York, is to move next April to a new building at 555 Madison Ave. The move will bring together the 275 staff members from 595 Madison Ave. and 10 E. 40th St.

Midwest office ▪ U. S. Tele-Service Corp., New York monitoring and merchandising company has opened a Chicago office at 221 N. LaSalle St. to service the company's customers from St. Louis to Cleveland. The office will be managed by Joe W. Edwards.

Psychology firm formed ▪ The formation of The Queen Applied Psychology Co., 500 Fifth Ave., New York, has been announced by Dr. Harvey Queen. The company will specialize in the "application of psychological and other behavioral science techniques" to aid agencies and advertisers in market research studies.

Everett C. Drake (c), president of M. Lowenstein & Sons Inc., parent company of Pacific Mills, reviews a tv promotion brochure on the company's "Jack Paar Show" participation with William W. Smith (foreground), advertising director, and Sidney Matthew Weiss, executive vice president of Pacific's ad agency, Mogul, Williams & Saylor.

of the total advertising budget going to tv.

Viewers Flock to Stores ▪ The decision to stick with the late-night vehicle followed a look at phenomenal results at stores where sales of Pacific merchandise jumped from $20-30,000 annually to as much as $150,000 in three months. September sales were the highest in the company's history. Over 100 department stores were added to the company's lineup of retail outlets between March and July 15, and another 26 stores, which were thought to have "great potential," were revitalized into major outlets. Some stores, Mr. Drake said, were forced to add the line when customers came in day after day asking for the sheets advertised on *The Jack Paar Show*. He recalled that Pacific had tried for many years to get one particular midwest department store to carry its merchandise, but all efforts failed until last Aug. 15 when "finally the store gave in to customer demands for Custom-Ex."

The merchandising tie-in with Mr. Paar is being continued in a new sales presentation now being prepared for the 1962 campaign. An 18-minute sales film produced in mid-October features announcer Hugh Downs, and a five-minute show segment in which he makes humorous asides about sheets to guest Eva Gabor just before a Pacific commercial. There is a scene from one show in which Mr. Drake is escorted by Mr. Downs from the audience to a guest chair. They talk about the success of the Pacific commercials and the company's plans for next year. Still another segment covers a half-dozen store buyers discussing results of the commercials at their respective stores.

Department store buyers and management executives will be invited to NBC stations around the country for showings of the new film, which also will be made available to all the company's salesmen. Salesman Paar will be an eye-catcher in the stores themselves. A five-minute segment of the film, including remarks between Miss Gabor and Mr. Paar, will be merchandized on store counters.

Petry seminar stresses advertising data needs

The need for full marketing information from agencies in advance of radio-tv spot campaigns was underscored as a major problem in agency-station-representative relationships during the fifth annual Petry Promotional Seminar in New York last Wednesday (Nov. 8).

Promotion directors and general managers of Petry-represented stations said that the average agency fails to provide both the representative and the station with such marketing data as the advertiser's distribution problems, approximate volume of business, names of jobbers and of key regional representatives. The result is that the advertising campaign cannot be supported by satisfactory merchandising and promotional efforts, station executives claimed.

Petry officials promised they would attempt to establish a closer line of communications with agencies as part of an effort to obtain pertinent marketing data before campaigns begin.

The meeting consisted of talks by Petry executives, case histories of campaigns, and open discussions on topics related to broadcast promotion, merchandising and research.

RAB Christmas story

Radio Advertising Bureau has released a new presentation stressing special values radio advertising offers retailers during the Christmas rush. The presentation, a red and green 12-page booklet, is titled *Put Radio Advertising High on Your Christmas List*.

Together with the presentation, RAB issued a round-up of 25 Christmas merchandising ideas for retailers.

JWT gives up glass account

J. Walter Thompson Co., New York, is giving up the Owens-Illinois Glass Co. billing of about $1.5 million a year, following a dispute between the agency and the company over the latter's decision to transfer part of the account to Meldrum & Fewsmith Inc., Cleveland. J. Walter Thompson last week asked to be relieved of responsibility for the company's glass and forest product divisions after Owens-Illinois announced its intention of shifting portions of the account to Meldrum & Fewsmith.

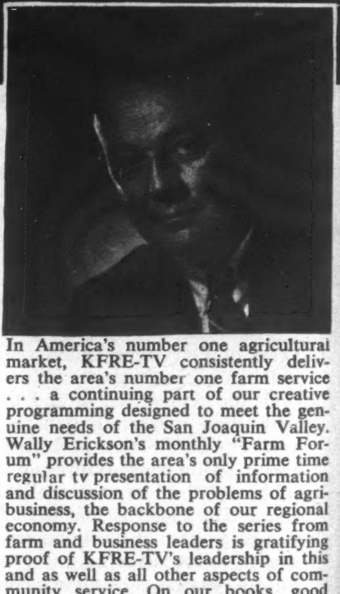
Revlon switches $5 million

Revlon Inc., New York, last week confirmed that $5 million of its $7 million account at Warwick & Legler, New York, has been transferred to Norman, Craig & Kummel, New York (AT DEADLINE, Nov. 6). W&L will retain about $2 million of the account's billings. Approximately 60% of the billing is in the broadcast media. Grey Adv., New York, which has handled Revlon's cosmetic products, will retain this portion.

'Farm Forum' on KFRE-TV, Fresno

KFRE-TV
30
BAKER
WILLSON
ANDREAS
DOWLER
ERICKSON

LEADERS ON CAMERA—typical of the distinguished leadership Farm Director Wally Erickson attracts to KFRE-TV's monthly "Farm Forum". Left to right, Harry S. Baker, past president of the National Cotton Council; Melville E. Willson, regional vice president, California State Chamber of Commerce; Henry J. Andreas, chairman of the California Raisin Advisory Board and California representative to the National Agricultural Advisory Commission to the President; Lloyd Dowler, Dean of Agriculture, Fresno State College; and Erickson. Throughout California, agriculture and agribusiness both agree these prime time evening programs are the most popular, penetrating and influential broadcasts of their kind.



In America's number one agricultural market, KFRE-TV consistently delivers the area's number one farm service . . . a continuing part of our creative programming designed to meet the genuine needs of the San Joaquin Valley. Wally Erickson's monthly "Farm Forum" provides the area's only prime time regular tv presentation of information and discussion of the problems of agribusiness, the backbone of our regional economy. Response to the series from farm and business leaders is gratifying proof of KFRE-TV's leadership in this and as well as all other aspects of community service. On our books, good deeds are also good business.

LESLIE H. PEARD, JR.
General Manager, KFRE-TV

Prime example of the programming through which creative talent and community leadership are continually building new vision into Television on stations represented by **BLAIR-TV**

Prime Time Devoted to Prime Area Needs

Few stations could hope to command a mass audience with a prime time forum on agriculture.

But KFRE-TV can—and does!

Why? Reason One: agriculture brings much 'gold' to the Golden State—3½ billion dollars each year. And over half these billions are produced in the coverage area of KFRE-TV.

Reason Two: Wally Erickson. Through his years with KFRE-TV, Erickson has become an international authority on U. S. Farming. As KFRE-TV farm director as well as director of farm programming on all Triangle Stations, he holds almost every honor the 4-H and Future Farmers of America bestow; he is also past president of the National Association of Radio and TV Farm Directors. In Fresno and throughout the San Joaquin Valley, no other local personality has such acceptance with the leaders of agriculture as well as the thousands of farmers and ranchers producing California's great farm wealth. Small wonder KFRE-TV and Erickson's daily broadcasts and his "Farm Forum" are so popular and influential — invaluable services from KFRE-TV to America's #1 agricultural market.

To Blair-TV, creative public-affairs programming by great stations like KFRE-TV is a constant source of inspiration. We are proud to serve more than a score of such stations in national sales.

BLAIR-TV

Televisions's first exclusive national representative, serving:

W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona-Johnstown
WNBF-TV—Binghamton
WHDH-TV—Boston
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KTVT—Dallas-Ft. Worth
KOA-TV—Denver
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
WJIM-TV—Lansing
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg

CBS PRODUCTION CENTER

Network to spend $14.5 million to consolidate news, radio, tv operations under one modern roof

CBS-TV announced last week that a total of $14.5 million will be spent in the next two years on a new production hub in New York. Tv and radio production facilities will be consolidated in the modern production center.

The new CBS Center (between West 56th and 57th Streets near 11th Avenue) will be completed by January 1964, according to plans announced by Dr. Frank Stanton, CBS Inc. president.

Word of the CBS move last January was seen in many quarters as a positive sign that a New York-to-Hollywood trend (especially in network television production) could be stemmed, if not reversed (BROADCASTING, Jan. 9).

The new center will house studios and related facilities of CBS-TV, CBS Radio, CBS News and WCBS-TV, the network's tv station in New York. Other, "early" CBS studios and properties at 14 locations scattered about Manhattan will be relinquished as the new studios become available.

Modern Design ▪ Dr. Stanton said the new facility will be "the most modern and the most efficient production facility in the world," and one that would make full use of technological advances as well as CBS's experience gained in nine years of operating its Television City in Los Angeles. (Charles Luckman, who figured in the design of the CBS west coast tv facility, is the architect engaged on the New York building.)

Dr. Stanton said the center will give producers and directors "greater artistic scope" as well as technical and economic "advantages." When completed, it will provide more than a half-million square feet of floor space for radio-tv.

CBS News' top management and its headquarters for domestic and foreign operations will be located there. Also housed: New York newsrooms, studios and supporting operations. Electronic production advances in news and public affairs programming will be installed.

The facility will contain six tv and five radio studios, extensive technical-engineering facilities for all phases of radio-tv operations, film libraries, scenery storage, rehearsal halls and administrative offices. Each floor of the production area will cover more than 100,000 square feet. The tv studios will be on the third floor, the largest of them containing 7,300 square feet for production (others will vary from 2,400 to 5,000 square feet).

The production center is not related to still another project that involves plans for a new CBS headquarters building on the east side of the Avenue of the Americas (Sixth Avenue) between 52nd and 53rd Streets, scheduled for occupancy in 1964.

Kentucky alert

Fully 87 members of the Kentucky Broadcasters Assn. and several non-members joined in a voluntary and simultaneous radio campaign to alert the public to the needs of civil defense.

Although the effect was that of a state-wide hookup, no network was actually used. Air raid sirens were sounded and patriotic music was broadcast all over the state.

KBA made the plan after an experimental test conducted by WSAC Ft. Knox last September. According to Byron Cowan, manager of WSAC and project chairman of KBA, over 800 persons called the station after the September test.

Smith to act as host for educational series

Howard K. Smith, whose association with CBS News was broken in a dispute over news policy (BROADCASTING, Nov. 6), has taken on his first new assignment.

The National Educational Tv & Radio Center announced Thursday (Nov. 9) that the former chief correspondent and general manager of the CBS News Washington bureau, will be host of the eight half-hour programs in a new series titled *Great Decisions—1962*. It will be seen on NETRC's 58 non-commercial stations starting in February 1962.

The video-taped series will deal with events taking place in Vietnam, Red China, Brazil, Nigeria, Iran, Berlin, the United Nations, and a report on new directions in U. S. foreign policy. The series is being produced for NETRC by Filmex Inc., in cooperation with the Foreign Policy Assn. Donald Hillman is executive producer; Marshall Stone is producer.

Broadcast promotion as agencies see it

400 BPA MEMBERS HEAR AGENCY PLEAS FOR MORE SIGNIFICANT DATA

A group of Madison Avenue's media decision makers last week talked broadcast promotion with more than 400 experts in the field. The men who listened were attending the annual Broadcasters' Promotion Assn. Nov. 6-8 seminar in New York.

BPA members themselves talked about promotion beginning at home, and emphasized that theme by presenting the first On-The-Air Promotion Awards (see page 52).

The advice from timebuyers was simple and direct. Wanted: meaningful information whether presented in terms of "promotion," or "ratings," or in "audience" of a station or market in which it operates.

In the meantime, both radio and television as media with distinctive images were discussed at panels. James C. Hagerty, ABC's vice president in charge of news, in a keynote address urged BPA—as representative of the U. S. broadcasting industry—to get the story (and image) of the free world across to the people (see story, this page).

In a business session at which Donald Curran, director of advertising and promotion for ABC owned and operated stations (New York), was elected as BPA's new president (see story page 86), members designated sites for the next two seminars: Dallas in 1962 and San Francisco in 1963.

A total of 15 panel sessions were held at the Waldorf Astoria. The report on these sessions:

Trade Paper Advertising ▪ Two agency executives presented suggestions for making trade advertising more effective and a third drew fire by suggesting that stations concentrate more on their own communities to improve ratings.

The importance of ratings was stressed by Robert Liddel, associate media director of Compton Adv. He said an agency, in evaluating a station, is interested in two things: "Homes reached—and homes reached." If a station builds up substantial ratings and fits in with the marketing strategy of a client, he said, an agency will buy that station.

Mr. Liddel later modified his references, but said, "I still think the best trade books to buy are those put out by ARB, Nielsen and The Pulse." He didn't mean, he said, that a station "shouldn't use any trade advertising," but that more, or part, of the budget should be used locally.

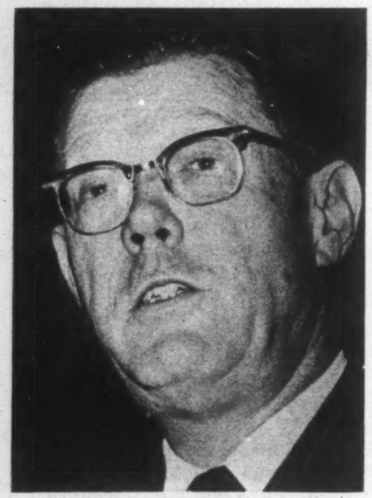
Robert Kowalski, media supervisor of Young & Rubicam, challenged Mr. Liddel, emphasizing that ratings do not provide the "qualitative" values of a station. He urged that trade-paper advertisements be written to communicate the "qualitative" dimensions of a station, including profiles of the audience as to age, sex, income and the type of programming it highlights.

Roger C. Bumstead, media director, eastern division, MacManus, John & Adams, suggested two ways to improve station advertising: (1) a regular advertising program in trade publications, calling attention each month to a specific subject—programming, merchandising, public service, success stories. (2) Possible pooling of budgets by stations in a market to present a "market story" in publications read by businessmen.

Contests ▪ Successful on-air radio and tv contests were analyzed by a panel of promotion managers moderated by Arnold Katinsky of WIP Philadelphia. Participants were Caley Augustine, WIIC-TV Pittsburgh; Jo Wilson, WWDC Washington, and Donn Winther, WBZ Boston. Among their recommendations for the one-time-only type of contest: that on-air promotions be entertaining to both the listener who is not interested in entering the contest and the listener who does enter.

On-Air Radio Promos ▪ Radio promotion men were told that on-the-air promotion should add to or complement a station's programming at a panel session titled "You Are Your Own Best

Hagerty offers a frank appraisal



Television and radio must take the news lead in this country in presenting the free world's position.

Or, as James C. Hagerty, ABC's vice president in charge of news, placed it on the line: "Are we getting through to the American people as we should—as we are capable of doing—as we are trying to do?

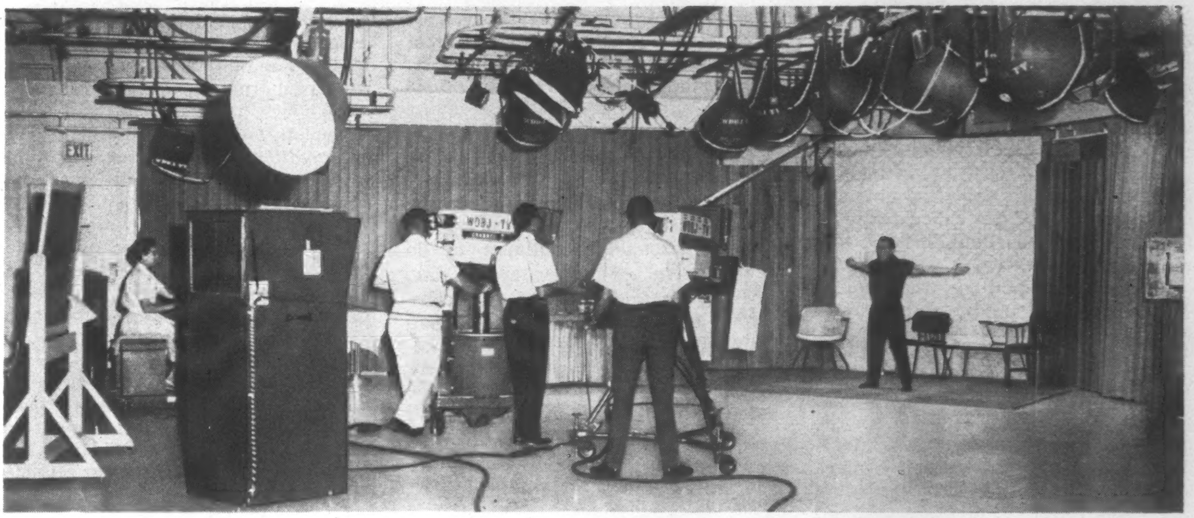
Mr. Hagerty was the keynoter at the annual Broadcasters' Promotion Assn. Seminar in New York last week (see story, this page). He spoke at a luncheon held jointly with the Radio & Television Executives Society.

The former White House news secretary admitted openly that tv-network public-affairs programming fails to make a serious dent into audience interest in entertainment shows. He said they run "a bad second or even third to cops and robbers, situation comedies or musicals." But, he said, this was true of all other news media, including newspapers in which comics, sports and society features outdraw the front page in reader interest.

A rebuttal to talk of "wastelands and poor programming," Mr. Hagerty asserted is the true national nature of the broadcast news media. This, he said, was not true of newspapers which "are not national in scope, although a few are beginning to be. Radio and television networks," he said, "are national, both in scope and in operation."

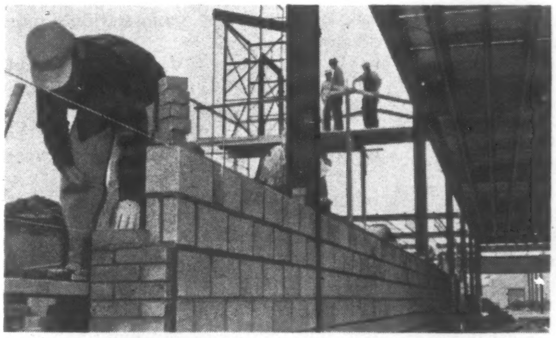
Mr. Hagerty emphasized that a newspaper's or magazine's circulation is small when compared to that of radio and tv news presentations "that enter many millions of homes each day throughout our land." He commended the U. S. broadcast newsman and warned the difficulty of smaller-than-entertainment show audiences "is not with our news and information programs—they're good," but "with the listeners and viewers on both radio and television." Ratings show a decided dropoff of interest whenever news or public affairs programming is aired.

He urged BPA and RTES members to "plug" public-affairs shows and news programming "as you plug entertainment programs."



Main Studio at WDBJ-TV. New building is one of the largest and most modern in the South. Finest technical equipment — 316,000 watts e. r. p. — CBS affiliate.

WDBJ-TV BRINGS YOU THE NEWS ABOUT UBEROUS WESTERN VIRGINIA!



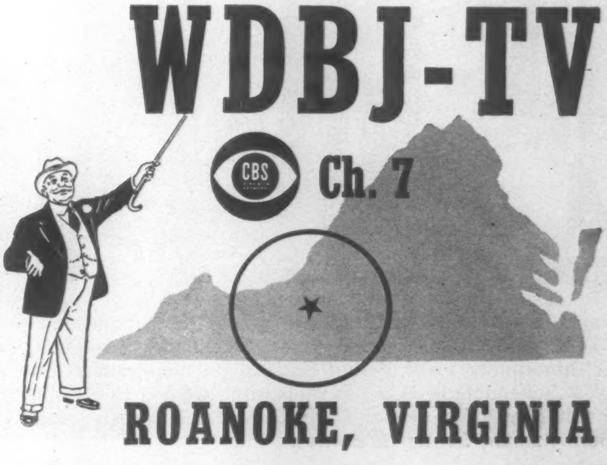
New Shopping Centers . . . three of 'em . . . will open in Roanoke this year. New business and industry in the area creates added prosperity.

New Industrial Activity as the Norfolk & Western Railway authorized construction of another 1,000 85-ton coal cars in its Roanoke shops.

The fruitful, fast-growing Western Virginia market keeps making news with its accelerated business and industrial expansion. Win and hold this market with WDBJ-TV, Roanoke, now reaching over 400,000 TV homes of Virginia, N. Carolina, W. Virginia in counties with nearly 2,000,000 population. For thorough coverage and complete merchandising assistance, you're right to use Roanoke and WDBJ-TV.

Ask Your PGW Colonel For Current Availabilities

WDBJ-TV



ROANOKE, VIRGINIA

Salesman." Panelists were Ruth Just, promotion director, WIL St. Louis; Robert V. Whitney, executive vice president, Mars Broadcasting Inc., Stamford, Conn., and Mike Ruppe, KYW Cleveland, moderator.

Mr. Whitney said the continued existence of radio as a mass selling medium is threatened by improper and unimaginative production. He called for a return to the production "magic" that made radio great.

Mrs. Just called for enthusiasm in everything a station does in the way of programming as well as promotion. This, she said, will create enthusiasm for the station by its audience.

Ratings ▪ "Who's on First?," session on the promotional use of ratings, prompted panelist Julie Brown, media director of Compton Adv., to remark that "it would appear everyone is on first." She referred to trade ads and promotional matter which stress station superiority in a particular market or audience area.

Dismissing the importance of such claims, Miss Brown charged: "The top [rated] stations are not necessarily the best buy."

Frank Gromer of Foote, Cone & Belding Inc. also challenged the emphasis placed on ratings. He said: "The net result of this universal desire to be first has obscured a number of other very important considerations." Most agencies have a preferred rating service, and he said, "We would be lost without rating data." But data alone is insufficient without special analyses.

Robert Boulware, media director of Fletcher Richards, Calkins and Holden, thought ratings have a place in trade ads, for example, as a way to produce a desirable climate for the station. But he thought the promotion manager also should substantiate the ratings with specific facts.

Consumer Publicity ▪ Covering the area of consumer publicity, the radio-tv critics of three daily newspapers offered suggestions for competing successfully in the "Race for Space." Larry Laurent of the *Washington Post*, Richard K. Doan of the *New York Herald Tribune* and Sid Benjamin of the *Scranton* (Pa.) *Times* cited ways promotion managers can improve their chances of getting a story in print.

Mr. Laurent complained about the publicity person who, introducing the visiting personality, continues to do all the talking.

Mr. Doan said he'd like to receive pictures of higher quality than he generally gets. He thought the "worst offense" is in telephoning all the details of a story already written and on the way to the editor.

Mr. Benjamin said he takes five major points into consideration: localization, easy handling, timing, exclusivity and economy.

Merchandising ▪ Agency panelists discussing "Merchandising—Ogre or Opportunity" agreed that since timebuyers buy "audience" a station's merchandising program is an "added plus," and that it's the station's responsibility to report what was done as well as the results to the agency, which in turn will report to the client.

Bill Raidt, D'Arcy Adv., advised the promotion managers to (1) make their merchandising services known to the agency; (2) work closely with the agency and the advertiser's sales representative in their area, and (3) report promptly.

Bern Kanner, Benton & Bowles, suggested that when reporting to the agency the promotion manager should send a summary statement of the overall effort instead of sending reports while the campaign is in progress. Helen Davis, J. Walter Thompson, felt a merchandising program is basically a media responsibility.

Trade Press ▪ Editors of 10 publications which serve the broadcast advertising business answered questions from delegates on editorial requirements, deadlines and circulation strengths in a Tuesday morning panel.

Of chief interest were subjective viewpoints on how editors view news releases submitted, as well as suggestions to station promotion directors that they consider the individuality and needs of each publication.

Publications with regional offices prefer that stations distant from major headquarters located in either Washington or New York deal with correspondents in the bureaus serving the area, the editors agreed.

On-Air Tv Promos ▪ A television station is its own best promotion medium, but its possibilities in this respect are too often overlooked or under-played, panelists stressed at a session on television on-air promotion.

About 10% of the promotion managers at the session indicated they have "budgets" for on-air promotion, as against 70% to 80% with newspaper budgets.

The panelists were Bud Vaden, WJZ-TV Baltimore; Jack Dorr, WBNS-TV Columbus, Ohio, and John Dillon, WBTV (TV) Charlotte, N. C.

Mr. Vaden admonished promotion people to "be as fussy about an on-air promotion spot as you are about a print ad." Mr. Dorr suggested that promotion men "become your station's most demanding client."

He said WBNS-TV, a CBS-TV affiliate, had found the network was invariably three to six seconds late in starting its programs. The station uses this tardiness to display promotional slides.

Mr. Dillon said that contests and other special promotions can be great, but they should not be permitted to interfere with solid on-air promotion of programs on a regular basis.

In the discussion period Mr. Dillon reported that NAB had advised his station that the use of a promotional spot plus two commercial announcements

HELEN DAVIS
BERN KANNER

"Tell us about your merchandising activity," urged this panel of media buyers at a BPA session on Wednesday. Participating in the session called "Merchandising—Ogre or Opportunity," with Arthur Garland (at microphone) of WGY Schenectady, N. Y., as moderator, were (l to r): Bill Raidt, D'Arcy Adv.; Helen Davis, J. Walter Thompson, and Bern Kanner, Benton & Bowles.

Roger Bumstead (at microphone), MacManus, John & Adams, suggests a trade-publication campaign on one specific subject each month as a way of improving trade advertising. Others who spoke on trade-paper advertising and promotion were (l) Robert Liddel, Compton Adv., and Robert Kowalski (extreme right), Young & Rubicam. Chick Kelly of Storer Broadcasting Corp. was moderator.

KRON is TV in SF

San Franciscans are sold on KRON-TV

KRON-TV
biggest station share,
most homes reached
3-6 PM, MON.-FRI.
NSI, Aug.-Sept., 1961

S.F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

SEAL OF GOOD PRACTICE

in station breaks does not constitute triple-spotting. Others noted, however, that a number of agencies tend to challenge this interpretation of the Tv Code.

Station Image ▪ The convention's opening panel session explored the cause and effect of station image. Don Curran of ABC Radio was moderator. The panelists were Theodore Grunewald, Hicks & Greist; Ben Holmes, Edward Petry Co., and Frank Kemp, Compton Adv.

"Why an image in the first place?" asked Mr. Grunewald. He sees no real need for promotional materials. He said an "absence of gimmicks is important in my opinion." Instead of individual station promotions, he said, sometimes it's better to join with other stations in getting dollars into the market first. Then the station will get a share that otherwise wouldn't exist.

Station images affect buyers to some extent, according to Mr. Kemp, but "a lot of promotion dollars are wasted." He thinks station reps can contribute information for the station, and station promotions should be directed more often to the community and advertiser areas.

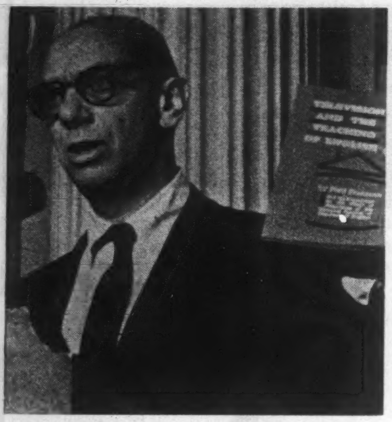
In a similar vein, Mr. Holmes said promotions may make "a silk purse out of a sow's ear," but this kind of success will not be permanent. "A station's image starts at the top." Promotion managers should give all the help they can to the sales manager, who may come to New York City only four or five times a year. But, he concluded, if the sales manager's personal image is bad "no promotion manager can help him."

Promoting Sales ▪ In a study of sales promotion material, Gene Muriaty of WTIC Hartford, Conn., was moderator for panelists Janet Murphy, Gumbinner Adv.; Alan Silverman, Norman, Craig & Kummel, and Philip Stumbo, McCann-Erickson—all in agency media department positions.

Mrs. Murphy emphasized that her department wants to know about the "market peculiarities" of a station, such as variations in working habits, the time it takes to travel to and from work, special-interest and ethnic groups, shopping habits, geographical characteristics, and so forth.

Mr. Silverman defined sales promotion as the practice of "preconditioning the advertiser or timebuyer to be more receptive to the station or station manager." He said detailed information from the salesman should come only when he does a selling job for a pending campaign. "Preconditioning" sales calls are when the salesman "just wants to say hello and get acquainted," or when he calls to say "thank you" for showing faith in his station.

"Only a small percentage of the presentations I've seen had the fundamental facts," Mr. Stumbo charged. He said a salesman should "stockpile" information, which will give him confidence leading to sales. Mr. Stumbo said pictures of antennas, studio shots, etc., are irrelevant. "We want to know all about the station's acceptance in the market, its schedule, affiliation, unique market factors, population facts, retail sales within the station's primary coverage area, audience profiles, merchandising activities, success stories, availabilities, rate cards and the station's programming policy."



Louis J. Hausman, director of the Television Information Office, holds up a booklet, "Television and the Teaching of English," prepared by TIO as part of its efforts to accentuate television's contribution to the community.

Tv's Critics ▪ Criticism of television means that the medium is important, Louis Hausman, director of the Television Information Office, told a panel on Monday. He added that this criticism, however, must be met with information on the significant programs television is scheduling and with facts that can dispel misconceptions about tv. A Television Information Office slide presentation was shown.

Market Data ▪ An agency panel for medium-to-large markets told a session on Monday afternoon that stations should standardize marketing data so that information on one market can be compared to that of a similar-sized market. The panel thought (1) the BPA should form a committee to establish uniform marketing data in consultation with a group of representative advertising agencies and (2) stations in an individual market should develop an annual analysis of their market, rather than piecemeal presentations. The panelists were William Chisman, Lennen & Newell; Jackie DeCosta, Ted Bates & Co., and Robert Widholm, Doherty, Clifford, Steers & Shenfield.

At a market data panel for small-to-medium markets, Ray Stone of Maxon played an exaggerated account on tape of a baseball broadcast, with the announcer reporting so many irrelevant facts and statistics that he ignored the game being played. It served to clarify his point that "enthusiasm and extraneous facts may make funny broadcasts but they do not make good promotions."

Richard Dunn, of Sullivan, Stauffer, Colwell & Bayles, who discussed the most important market data needed by agencies, concluded: "There is no agreement on a single measure of market strength . . . the solution is the selection of items that can be equated as a single unit of measure. What to use, therefore, becomes a matter of good, sound, economic judgment and some skill in convincing others as to the merits or validity of those selected," he said.

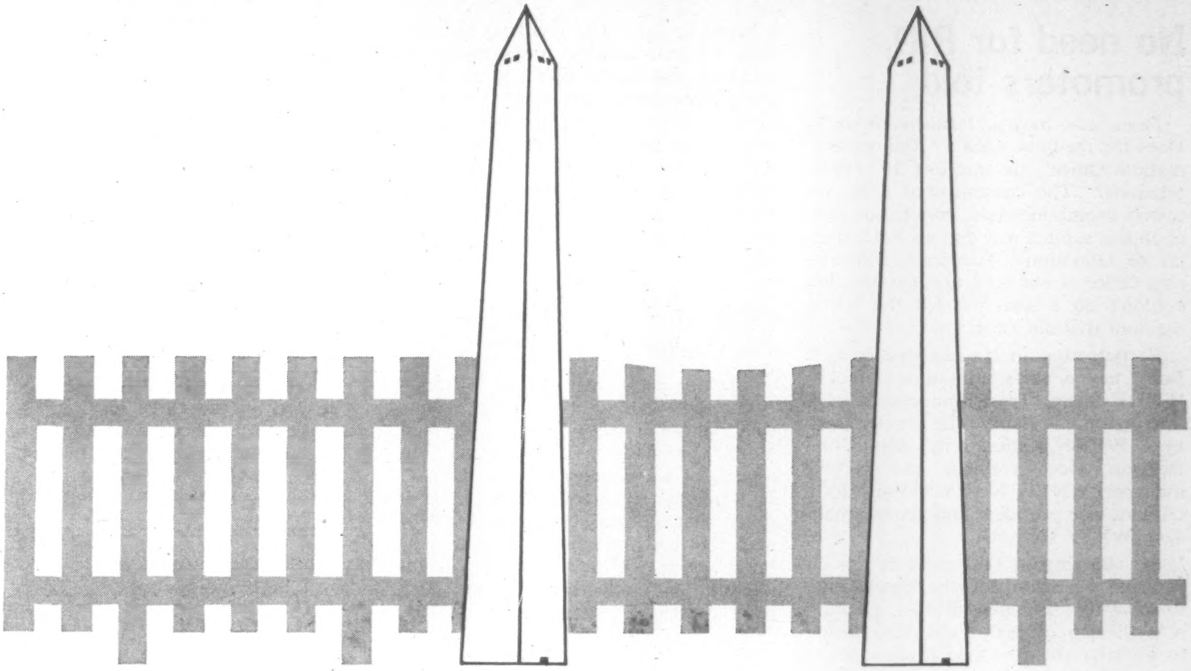
The third panelist, George Johannasen of Russell Research, offered suggestions for sending information to the right persons. Dorothy Mugford, WNEP-TV Scranton, Pa., served as moderator.

The Budget ▪ A session on promotion-advertising budgets brought agreement from the three panelists that the chief financial executive of the station—the controller, treasurer or business manager—should be cultivated by the promotion-advertising director so that expenditures of an unclassified nature are not charged regularly to the promotion budgets.

James Evans, WTAR-TV Norfolk, described a joint advertising-promotion project underwritten by three tv stations in the Tidewater area to sell the market to national and regional advertisers. Funds for the budget were provided equally by WTAR-TV, WAVY-TV and WVEC-TV, he said. Responsibility for overseeing the expenditures of the advertising agency was given to one person. He reported that no direct increase in advertising on the stations has developed, to his knowledge, but the cooperating stations believe that this cooperative effort will "pay off" shortly.

Kent Stuart, KMBC-AM-TV Kansas City, estimated about 4% of the stations' annual gross sales is spent on advertising-promotion. He said Metropolitan Broadcasting recently assumed ownership of the stations and has instituted a policy of budget control in contrast with the previous management.

Robert Draughon, KTUL-TV Tulsa and KATV (TV) Little Rock, said budgets at his stations are divided into three categories—newspaper advertising, all other space and time, and miscellaneous, including promotion, photographs, engravings, etc. For accounting purposes, he added, his department is charged with a set monthly figure, though there are months when expenditures exceed this amount.



GILT COMPLEX

A media buyer endeared himself to Client X because a spot schedule he bought upped sales markedly in the Washington area.* This so pleased the boss that he came through with a bonus. Bursting with enthusiasm for Washington, D.C., the buyer rushed out and bought two gold-plated replicas of the city's best-known landmark.

The media buyer's wife decided replicas of the Washington monument looked slightly ostentatious in the front yard. Our friend sold them for $600 each, making a 20% profit on one, suffering a 20% loss on the other.

Did he sustain a profit or loss on the whole transaction, and how much?

Send in the right answer and win the Washington monument.

Puzzle adapted from Dudeney's "Amusements in Mathematics,"
Reprinted courtesy Dover Publications, Inc., N.Y. 14, N.Y.

** Like many alert media buyers who know their ABC's and ARB's, he bought WMAL-TV exclusively.*

wmal-tv

Washington, D. C.

An Evening Star Broadcasting Company Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

No need for RIO, promoters told

Does radio have a "tarnished image?" Does the medium need a "Radio Information Office" to improve its public relations? The consensus of a Broadcasters Promotion Assn. convention panel on this subject was that an RIO, similar to television's Television Information Office is not only unnecessary, but couldn't do a total job for the whole medium if it did exist.

Participating in the discussion were Bob Cheyne, sales promotion director, WHDH Boston (panel moderator); Jay Barrington, assistant to the general manager, WDAF Kansas City, Mo.; John Sullivan, vice president and general manager, WNEW New York, and John Gilbert, vice president and general manager, WXYZ Detroit.

Mr. Barrington said radio is too diversified a medium for one organization to solve its problems. Rather, he said, it is the job of each individual station to improve the complete medium's image through better programs, ethical sales techniques and intensive promotion.

"We in radio have done a stinking job," Mr. Gilbert said. "Basically, we're salesmen, but we're the greatest bunch of negative salesmen," he continued, stressing that most radio stations sell time at the expense of competing radio stations rather than competing media. Mr. Gilbert favored a central information office for radio, but thought it should be made a function of an existing organization, such as NAB or RAB. But, he said, such an office should represent all segments of radio.

Mr. Sullivan said, "We surely need" a better image. The goal can be achieved by first making programs better and then making the public know about the improvement. He said, "I'd rather have someone tell me 'I have listened to you and you stink' instead of 'radio, what's that?' . . . I'd rather be connected with a great station that is one among many good stations, than be with a great station because there are so few good ones."

BPA makes first awards for on-air promotion

The first annual Broadcasters' Promotion Assn. awards for on-the-air promotion excellence were presented in New York last week. In presenting the awards at a luncheon Nov. 7, John F. Hurlbut, outgoing president of BPA, noted that a three-year study by BPA and the conviction that broadcasters have not given their own media the attention that advertisers do led BPA to establish the citations.

There were 16 awards to tv stations, and 13 in radio (including one to a tv station for promotion on radio). A total of 399 entries from more than 100 stations were received.

Awards of merit (inscribed paper weights) and honorable mention citations (wall plaques) were presented in the following categories for both radio and tv: station image, special events and programs, and personalities and programs. The awards:

TELEVISION

Station Image ■ Award of merit: KTRK-TV and KHOU-TV, both in Houston. Honorable mention: WJRT(TV) Flint, Mich.; WSM-TV Nashville; KCMO-TV Kansas City; KDKA-TV Pittsburgh; WBNS-TV Columbus, Ohio; KMTV(TV) Omaha.

Special Events and Programs ■ Award of merit: WFGA-TV Jacksonville, Fla.; KREM-TV Spokane. Honorable mention: WCKT (TV) Miami.

Personalities and Programs ■ Award of merit: KTVU(TV) Oakland (two awards), KFMB-TV San Diego. Honorable mention: WJBK-TV Detroit, KYW-TV Cleveland.

RADIO

Station Image ■ Award of merit: WANE Ft. Wayne; KBOX Dallas. Honorable mention: CKVL Verdun, Que; WJBK Detroit; WHAS Louisville, Ky.

Special Events and Programs: Award of merit: KSFO San Francisco; WLWI(TV) Indianapolis. Honorable mention: WLS Chicago; WHAS Louisville.

Personalities and Programs: Award of merit: KCBS San Francisco; KNX Hollywood. Honorable mention: WJAS Pittsburgh; KRLD Dallas.

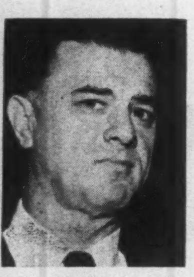
Poll persuasion

WWLP (TV) Springfield, Mass., claimed victory over its newspaper rivals in the election of Charles V. Ryan as mayor over the newspaper-supported incumbent, Thomas J. O'Connor. The station said Mr. Ryan used no newspaper advertising in his campaign, relying instead on tv, while Mr. O'Connor had the endorsement and support of local papers. WWLP did not specifically endorse Mr. Ryan, but carried editorials to answer statements appearing in the three local newspapers during the campaign. Equal time was provided in each case for Mr. O'Connor to reply, according to WWLP.

Harris shows judges how tv covered trial

The case for television cameras in the courtroom was presented by Jack Harris, vice president and general manager of KPRC-TV Houston, last week before the National Assn. of Municipal Judges annual convention Nov. 5.

Mr. Harris was accompanied by Ray Miller, the station's news director, who showed with a 12-minute film how KPRC-TV films proceedings of the Houston courts without intruding upon the court.



Mr. Harris

Included were scenes from a murder trial filmed with sound cameras out of sight. The cameras were placed strategically before the trial and left in place throughout. No floodlights were used, just stronger lights replacing the regular courtroom lights. The audio was tapped from the courtroom sound system.

Mr. Harris, in his address to the 200 judges, said television's greatest challenge today is to remain free from government control of programming.

Canon 35 of the American Bar Assn.'s statement of ethics says photography and broadcasting in courts tend to distract witnesses and degrade the court and should not be permitted.

New fm-only network

FM Broadcasting System, Chicago, announced it has arranged a network of 35 fm stations in 26 markets which advertisers may buy with single contracts, at savings over individual station purchases.

FM Broadcasting System is a wholly-owned subsidiary of Keystone Broadcasting System. John Hartigan is national sales manager. He said contracts have been signed by 32 fm stations and three outlets have made oral commitments. One-time one-minute rate is $3,800. FMBS is at 111 W. Washington St., Chicago 2, Ill.

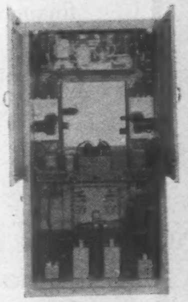
Helping hands to KHAR

KHAR Anchorage, Alaska, which was virtually destroyed by a fire Oct. 27, last week returned to the air—with rival KENI, that city, and RCA furnishing helping hands.

The RCA factory in Camden, N.J., sent two tons of transmitting equipment to the stricken station, "faster service than we usually receive on our normal mail deliveries up here," according to Willis R. Harpel, owner of KHAR. Rival KENI loaned KHAR a portable studio, enabling it to return to the air sooner than planned. KHAR is a 5 kw fulltime station operating on 590 kc.

Damage amounted to $15,000.

Why is the handsomest,* best-built transmitter in town also the loneliest?



Because transmitters get fussed over only when they break down, and Collins transmitters have a proven record of less down time than any others. ■ The Collins 20V-3 1,000/500/250-watt AM Transmitter incorporates the time-proven circuitry of the 20V-2, with which you may be better acquainted. And, like all Collins transmitters, it's completely tested on your frequency *before* delivery. ■ Write us today for complete information.

COLLINS RADIO COMPANY • CEDAR RAPIDS • DALLAS • BURBANK • NEW YORK

* Collins' transmitter design won the Award of Excellence at the 1961 Western Electronic Show & Convention.

COLLINS

NORTH CAROLINIANS PLAN PAID STAFF

Broadcasters hear sharp comments on tv rate confusion

A paid executive secretary for the North Carolina Assn. of Broadcasters in the very near future was made a probability last week.

At their annual fall meeting the North Carolina group voted overwhelmingly in favor of authorizing the board to proceed with a plan which contemplates a contract with a public relations firm, one of whose executives would become executive secretary of NCAB. The firm would take over the mechanical operation of the association itself, making insurance collections, handling personnel referrals and setting up the details of the two annual meetings.

The executive secretary would actively campaign to improve broadcasting's image in the area, would organize sales clinics and generally promote plans to make the group more effective as a unit, according to Floyd Fletcher, WTVD Durham, retiring president of NCAB (for new officers see page 85).

The plan will be made possible by increasing the NCAB annual budget to $15,000 with radio station assessments running from $100 to $500 and television stations to $750. The association has 125 members.

Trade press reports that some agencies had little interest in radio as a national spot medium (BROADCASTING, Oct. 30, 1961) were referred to by an agency executive who charged that stations themselves were often responsible.

Pointing out that radio has been around a long time, Montague L. Boyd Jr., vice president in charge of the Atlanta office of D'Arcy Advertising, suggested that while there have been many changes, including those made necessary by the arrival of television, most of these changes have made the medium better than ever. But stations, he charged, have failed in some measure to carry this message to the agencies. In many cases agencies find it difficult to do business with radio stations.

"Many stations don't have any real policy regarding local and national television rates," Mr. Boyd said. An agency like D'Arcy will buy time in any of the ways that a station will sell it—through representatives, direct or locally through a dealer. The difference between national and local rates varies widely from market to market, he pointed out. While the average shows the national is about twice the local rate, sometimes it is 10 or 12 times as much. How this rate is determined is a question to which every agency man would like an answer.

"Decide what you want for your time and stick to it," the agency executive advised.

"Phonies who will put a new cynical or shocking twist in a routine plot, sprinkle it with profanity, inject a judicious amount of pornographic titilation and hail it as a masterpiece of mature programming" were put on notice by the industry's chief code administrator.

Robert D. Swezey, director of the Code Authority of the National Association of Broadcasters, pointed out that while there will always be phonies, of which the broadcaster must beware, "this is a field in which some few things will be beautifully done and credit will be achieved for the industry." Sexy box office "smasharoos," being produced by the motion picture industry for movie theaters, were singled out as a problem in the making for television stations. "The motion pictures seem to me to have given up virtually all pretense of self-restraint without occasioning any noticeable public resentment and censure. . . . The morals and mores of motion picture production have real interest for broadcasting. Not only are radio and tv carrying considerable motion picture advertising, but it is assumed that, before long, we will be offered some of these box-office smasharoos for television exhibition."

Pointing out that the increasing interest in programming of late has brought "charges and counter charges of censorship by the commission," Commissioner Robert T. Bartley denied that there was any basis in fact for the complaints. Much of the heat and furor is, in his opinion, occasioned by a lack of understanding of censorship.

Theodore F. Koop, Washington vice president of CBS, spoke at the banquet meeting and Milton Fruchtman, of Capital Cities Broadcasting Co., addressed the luncheon session.

only serious
buyers will learn
your identity

We do not send out lists. Every sale is handled on
an individual basis. You are revealed only to serious,
financially responsible buyers. You avoid the risks of
selling without our deep knowledge of markets
. . . and are further protected by our
reputation for reliability!

BLACKBURN & Company, Inc.
RADIO • TV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
RCA Building
FEderal 3-9270

CHICAGO
H. W. Cassill
William B. Ryan
333 N. Michigan Ave.
Chicago, Illinois
FInancial 6-6460

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
John G. Williams
JAckson 5-1576

BEVERLY HILLS
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ KRMG Tulsa, Okla.: Sold by Meredith Publishing Co. to Swanco Broadcasting Corp. for $500,000. Swanco is headed by Gilbert C. Swanson, Omaha industrialist, as chairman, and includes George A. Bolas, Chicago advertising executive, as president, and Kenneth R. Greenwood as executive vice president. Swanco owns KIOA Des Moines, KLEO Wichita and KQEO Albuquerque. Meredith owns KCMO-AM-FM-TV Kansas City, KPHO-AM-TV Phoenix, WOW-AM-FM-TV Omaha and WHEN-AM-TV Syracuse, N. Y. KRMG is fulltime on 740 kc with 50 kw day, 25 kw night.

- WJBW New Orleans, La.: Sold by Sherwood Tarlow and associates to Carmen Macri for $250,000. Mr. Macri is 20% owner of WZOK Jacksonville, Fla. The Tarlow group owns WHIL Medford, Ore.; WARE Ware, Mass., and WWOK Charlotte, N. C. WJBW operates fulltime on 1230 kc with 250 w. Broker was Blackburn & Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* For The Record, *page* 97).

- WSTV - AM - FM - TV Steubenville, Ohio; WBOY-AM-TV Clarksburg, W. Va.; KODE-AM-TV Joplin, Mo.; WRGP-TV Chattanooga, Tenn.; WPIT-AM-FM Pittsburgh, Pa.; WSOL Tampa, Fla., and WRDW-TV Augusta, Ga.: Transferred by Jack N. Berkman and associates to United Printers & Publishers Inc. in which Jack N. and Louis Berkman and families have major interests. Transaction involved purchase of Pittsburgh, Tampa and Augusta properties for $1,350,000 and exchange of stock for Steubenville, Clarksburg, Joplin and Chattanooga properties. United Printers & Publishers, greeting card and specialties firm, is 26.1% owned by the Louis Berkman Co., and 10.5% by Parkersburg Steel Co. (in which the Berkman family has a major interest). Commissioner Robert T. Bartley dissented.

- WEZL Richmond, Va.: Sold by Ben Strouse, Samuel E. Feldman and Leon B. Back to Eastern States Radio Corp. for $175,000. Eastern States is equally owned by Robert A. Monroe and Metropolitan Small Business Investment Corp. Mr. Monroe has interests in WAAA Winston-Salem and WSRC Durham, both North Carolina. Commissioners Robert T. Bartley and Frederick W. Ford dissented.

- KWG Stockton, Calif.: Sold by KMO Inc. to Roland B. Vaile and associates for $158,200. Mr. Vaile is former general manager of KTOO Las Vegas. Commissioners Robert T. Bartley and Frederick W. Ford dissented.

H & B gets Lovington catv

H & B American Corp., has acquired its 17th community antenna tv system, the Lovington (N. M.) Antenna & Service Co., serving 1,800 subscribers, David E. Bright, H & B president, announced. Tex-Mex Communications Co., carrying standard tv signals via microwave from a relay point in Denver City, Tex., to the Lovington CATV operation, will be acquired as soon as FCC approval can be obtained, Mr. Bright said. H & B American claims to be the largest CATV company, having invested more than $9 million since last November in systems which currently are feeding tv program service via cables to more than 2.6 million viewers in 11 states and Canada.

FIGHT FOR FREEDOM

Broadcaster's progress slow, Johnson tells Illinois group

Illinois broadcasters were warned last weekend that little progress is being made in broadcasting's fight for freedom of information.

The warning came from Leslie C. Johnson, vice president and general manager of WHBF-AM-TV Rock Island, speaking before the annual Illinois Broadcasters Assn. convention in Chicago. Delegates from member stations also heard Ward L. Quaal, vice president and general manager of WGN-AM-TV Chicago, talk on other broadcasting needs.

Mr. Johnson reported to the IBA as chairman of the freedom on information committee for the group. Noting that Illinois broadcasters were among the first "to take up the cudgels for broadcasting's freedom from government censorship," he said that their efforts in this direction have got nowhere. While attempts to "hamstring broadcasting" seem to be growing apace in Washington, he declared, the NAB "has made no special effort" to ensure that broadcasting is given the rights guaranteed it by the First Amendment.

"In effect," Mr. Johnson stated, "NAB's president is not fully and completely in the membership camp in this issue," but gives the impression he would be satisfied with a "half-free" status for broadcasting. This willingness by the top national representative for the industry to settle for second best, he maintained, "is fatal to broadcasting's desire for top legislative and/or Supreme Court decisions on broadcasting's freedom under the Constitution."

Mr. Johnson urged that a resolution be sent to NAB President Collins demanding action by the NAB on setting a "specific course for the initiation of appropriate action" to ascertain whether broadcasters "are free, half free, or, in effect, a governmental bureau subject to the shifting winds of politics."

Mr. Quaal emphasized the need for a "professional" attitude by broadcasters.

This sort of attitude is necessary today, he explained, because of the tremendous national impact of radio and tv and the vast responsibilities which

NEW ENGLAND—Daytime radio station with fine physical plant located in beautiful substantial community. Industrious owner-operator could easily increase gross to over $120,000.00. Priced at $200,000.00 on terms. **ANOTHER H&L EXCLUSIVE.**

SOUTHWEST—Major network VHF-TV affiliate plus full time radio station. Combined annual gross $170,000.00-plus. Absentee-owned. Sale includes two buildings and 50 acres of land. Total price $305,000.00 with $60,000.00 down and attractive terms. **ANOTHER H&L EXCLUSIVE.**

Hamilton-Landis

AND ASSOCIATES, INC.

John F. Hardesty, President

America's Most Experienced Media Brokers

NEGOTIATIONS · APPRAISALS · FINANCING OF CHOICE PROPERTIES

WASHINGTON, D. C.	CHICAGO	DALLAS	SAN FRANCISCO
Ray V. Hamilton 1737 DeSales St., N.W. EXecutive 3-3456 Warren J. Boorom New York	Richard A. Shaheen John D. Stebbins Tribune Tower DElaware 7-2754	Dewitt Landis 1511 Bryan St. RIverside 8-1175 Joe A. Oswald New Orleans	John F. Hardesty Don Searle 111 Sutter St. EXbrook 2-5671

fall to station operators as a result.

"Top management must involve itself more thoroughly on a day-to-day basis if radio and television programming is to be upgraded to the point where the industry will truly become a profession and attain its true potential," Mr. Quaal said.

The problems of broadcasting today stem from the station population explosion following World War II and the shortage of sufficiently trained administrative personnel to manage them, Mr. Quaal said. He called for a greatly increased program of in-company training for young executives to meet the shortage.

CBS INC. QUARTERLY EARNINGS UP

Paley, Stanton cite high 1960 earnings for CBS-TV

The management of CBS Inc. told stockholders last week that the company "has now recovered from the effects of the 1960-1961 recession" and that third-quarter earnings per share were about 15% higher than for the same period last year.

The report, signed by Board Chairman William S. Paley and President Frank Stanton, also asserted that the CBS-TV network's 1960 earnings "were greater than those of the other two networks combined." This was evident, the report explained, from the FCC's report on 1960 network television profits (BROADCASTING, Sept. 4).

In their references to the 1960-61 recession, Messrs. Paley and Stanton also said: "Our studies show that television advertising goes into a recession much later, and is not so severely affected as the business economy in general. Further, the duration of the recession is shorter, and the decline in sales less drastic, than for competing media such as newspapers and magaiznes."

The upbeat report was issued following a board meeting last Wednesday at which the directors declared a cash dividend of 35 cents a share on common stock, payable Dec. 8 to stockholders of record Nov. 24. The board also declared a 3% stock dividend to be paid Dec. 18 to stockholders of record Nov. 24 (no fractional shares will be issued; stockholders will receive nontransferable order forms for their fractional share interests).

The report also noted that the recent discontinuance of the CBS Electronics Division in Danvers and Lowell, both Massachusetts, will eliminate that division's "drain on earnings." The losses and expenses involved, estimated at $5 million after applicable tax credits, will be charged against retained earnings, not against income, the report said.

The report showed that the corporation's net sales for the first nine months of this year were up, totaling $339,018,246 as against $336,582,220 for the same period last year. But consolidated net income for the same period was down from $15,496,313 in the first nine months of 1960 to $12,653,513 this year.

For the third quarter, net sales amounted to $98,250,501 as against $104,760,250 for the corresponding 1960 period, but consolidated net income was up—from $2,827,144 in the third quarter last year to $3,244,181 in this year's third quarter. Third-quarter earnings per share were put at 38 cents as compared to 33 cents (adjusted for stock dividend) for the third period last year.

Earnings for the first nine months of 1961 were equivalent to $1.47 per share as compared to $1.80 per share for the first nine months of 1960.

Columbia Broadcasting System, Inc, and domestic subsidiaries
Income Statements

	Nine months ended SEPT. 30, 1961 (39 weeks)	OCT. 1, 1960 (39 weeks)
Net sales	$339,018,246	$336,582,220
Cost of sales	240,256,737	234,284,825
Selling, general and administrative expenses	72,518,407	68,466,608
Operating income	26,243,102	33,830,787
Other income	3,187,931	3,106,220
Other deductions	1,713,520	1,535,694
Income before federal income taxes	27,717,513	35,401,313
Federal income taxes	15,064,000	19,905,000
Net income	$ 12,653,513	$ 15,496,313
Net income per share	$1.47	$1.80

The operations of the CBS Electronics Division, which had been engaged in the manufacture and sale of semiconductor devices, receiving tubes and related products, were discontinued in the Summer of 1961. Substantially all of the assets of this division have been disposed of. Losses and expenses of approximately five million dollars (after applicable tax credits) related to this disposition will be charged to retained earnings.

Net income per share is based on the average number of shares outstanding during the respective nine months' periods, adjusted for 1960 stock dividend. The 1961 results are subject to year-end adjustments and to audit by Lybrand, Ross Bros. & Montgomery.

KETV was ready

KETV (TV) Omaha reported last week it had an exclusive on a recent kidnap story of the return of four-year-old Glenda Jennings who was allegedly kidnaped from her home in Oklahoma in June 1960.

An unidentified person, according to the station, called KETV to say the child would be returned —but demanded that there be no news break until the mother had claimed her.

A KETV news team went to the Omaha orphanage where the child had been located, obtained permission from the institution to shoot a news feature there (which was used on the station) and filmed several feet of the little girl at play.

When the story broke; KETV was ready with its filmed story.

WTMJ-TV awaits tv study

WTMJ-TV Milwaukee is awaiting compilation of the results of a survey covering television's relationship to juvenile delinquency [CLOSED CIRCUIT, Nov. 6]. The basic questionnaire was drawn up by Dr. Wilbur Schramm, of the Stanford U. communications department.

Dr. Schramm will digest the findings of the survey "for whatever benefit it will be to communications and the industry." Preliminary results will be made available about Dec. 1. They will be statistical in nature and Dr. Schramm will provide an analysis of the findings, according to George Comte, WTMJ-AM-TV general manager.

Lexington International formed as finance firm

The formation of Lexington International Inc., New York, to provide venture capital and financial management counsel was announced last week.

The company president is Herbert L. Gordon, formerly a director and vice president in charge of operations of United Artists Corp. He will continue as a director of UA. With Mr. Gordon is Milton S. Gordon, president of his own investment firm, as a director, and William C. MacMillen Jr., until recently board chairman of Colonial Trust Co., New York, chairman of the board. The two Gordons are not kin.

The film and television industries will be the major area of activity, according to Lexington officials, although its operation will encompass other types of industry.

WINZ

REACHES BELOW THE SURFACE

It takes 50,000 watts of power to cover the expanding South Florida market...and that means the Bahamas and the Caribbean, too. WINZ Radio...one of America's great stations... has the power and the audience for complete coverage. WINZ is now the Mutual Radio flagship in Florida, the newest of over 424 stations enjoying the Mutual advantage: local programming plus authoritative, listenable Mutual news. You'll find that it pays in depth to buy Mutual Radio nationally and WINZ Radio locally.

Mutual Radio | SUBSIDIARY OF **3M** COMPANY

A SERVICE TO INDEPENDENT STATIONS!

Stations resist ASCAP log plan

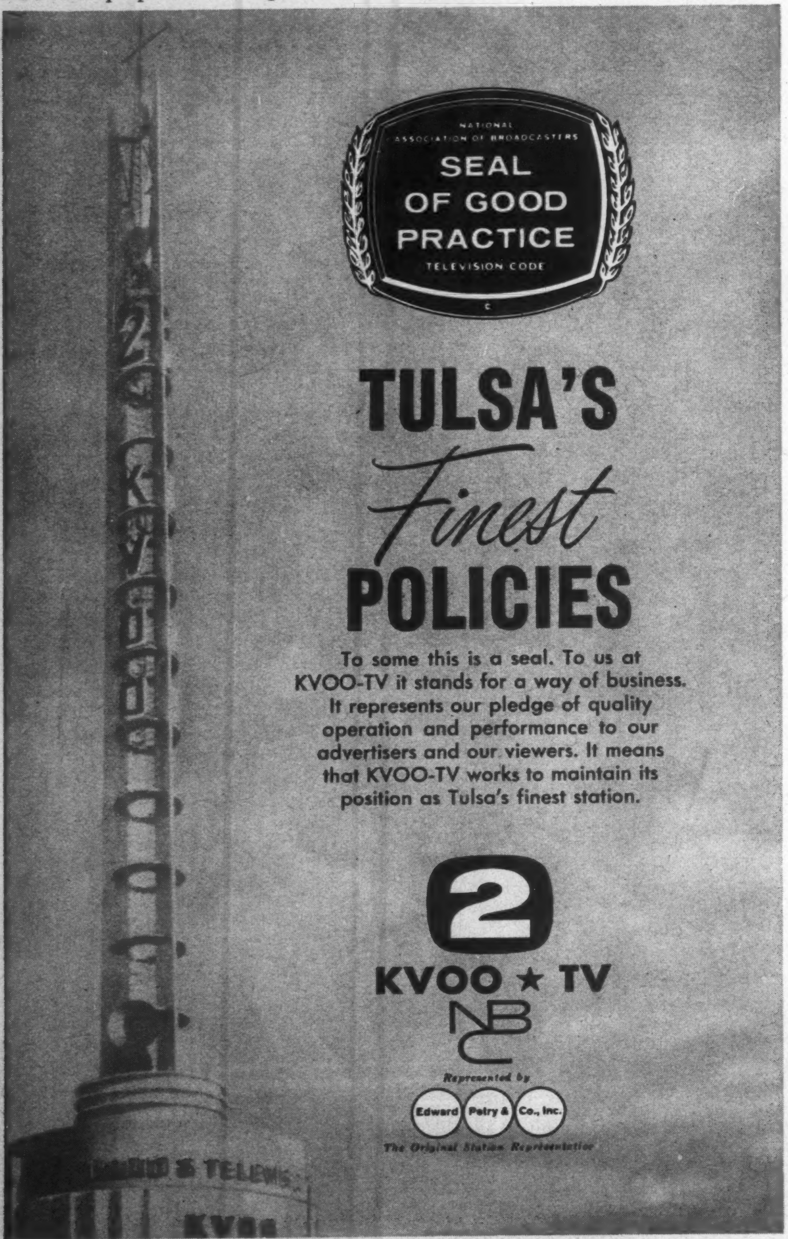
ASCAP's plan to have radio-tv stations submit logs to the society for use in calculating broadcast performance credits is being resisted by stations, Stanley Adams, president, told the society's semi-annual membership meeting in New York last Wednesday (Nov. 8).

Mr. Adams told the meeting that "we expect problems from stations which will not cooperate" with the undertaking. He read excerpts of letters from three stations, which he said are "typical" of those received on ASCAP's proposal. The gist of the letters, Mr. Adams adds, was that ASCAP's plan would be "burdensome and expensive and one station said it would be forced to dispense with ASCAP music if it were forced to provide the logs."

Currently, tapes of programs are made by an independent organization during a sampling period. The log proposal would cut the cost of figuring credits, Mr. Adams said, and also reduce the chance of failure to identify performances properly.

A treasurer's report on the first seven months of operation, also presented to the west coast membership meeting of ASCAP in September (BROADCASTING, Sept. 25, 1961), showed domestic income was $19,683,306, compared with $19,668,982 for the corresponding period of 1960.

During the open discussions Josie Carey, who said she had appeared on both commercial and educational tv stations, protested ASCAP's issuance of gratuitous licenses to educational outlets, asserting that this practice deprives her and other song writers of payments for the use of her music on such stations. A number of songwriters protested that ASCAP's survey system for determining payments is unfair to "small" writers and publishers.


NATIONAL ASSOCIATION OF BROADCASTERS
SEAL OF GOOD PRACTICE
TELEVISION CODE

TULSA'S *Finest* POLICIES

To some this is a seal. To us at KVOO-TV it stands for a way of business. It represents our pledge of quality operation and performance to our advertisers and our viewers. It means that KVOO-TV works to maintain its position as Tulsa's finest station.

2
KVOO ★ TV
NBC

Represented by
Edward Petry & Co., Inc.
The Original Station Representative

Women have advantage in tv, says Miss Keith

Women have many opportunities in television, Alice Keith, president of the National Academy of Broadcasting, told a meeting of the D. C. University Women's Club last week.

Miss Keith

Miss Keith cited the many kinds of positions open to women in broadcasting and said radio-tv is more than jockeying discs and reading news. She said women aspiring to success in broadcasting should study announcing, scriptwriting, news, music programming, foreign language pronunciation, diction, drama, journalism and publicity.

On programming, Miss Keith urged listeners to make their wishes known to sponsors as well as station managers. She said there is "widespread demand" for "more diversified fare" in radio programs, particularly children's shows.

CBS buys 10% interest in Trinidad tv permit

CBS has obtained a 10% interest in a station to be constructed in Trinidad, British West Indies.

Merle S. Jones, president of CBS Television Stations Division, announced the transaction last week and said that other participants in ownership of the new station will be Rediffusion (West Indies) Ltd., an affiliate of Associated Rediffusion of England; the government of Trinidad and Tobago and Scottish Television Ltd. It will be the first tv station in Trinidad, an island with a population of 826,000.

A network spokesman said negotiations are in progress "anticipating the possibility of CBS equity participation in television stations in several other countries." CBS currently is associated with local interests in television production agreements in Argentina and Peru, and, in addition, has an agreement with RAI of Italy.

WBEN-TV
SPOTLIGHTS YOUR PRODUCT
IN A $3.5 BILLION MARKET

Your product is in the Western New York spotlight when you spot your sales effort on WBEN-TV.

WBEN-TV, with its high tower and maximum power, delivers a 15-county area in Western New York and Northeastern Pennsylvania, plus a bonus audience of over 2,000,000 people living on the Canadian Niagara Peninsula.

And you get more than coverage. You get *impact!* For Channel 4—Buffalo, is the television pioneer of the area—with 13 years of audience loyalty to its credit, over a decade of leadership in audience preference.

Don't hide your product story under a bushel. Spotlight it in the clear, bright picture of WBEN-TV. See how your TV dollars count for more on Channel 4.

Get the facts from Harrington, Righter & Parsons,
National Representatives

WBEN-TV

The Buffalo Evening News Station

CH. 4

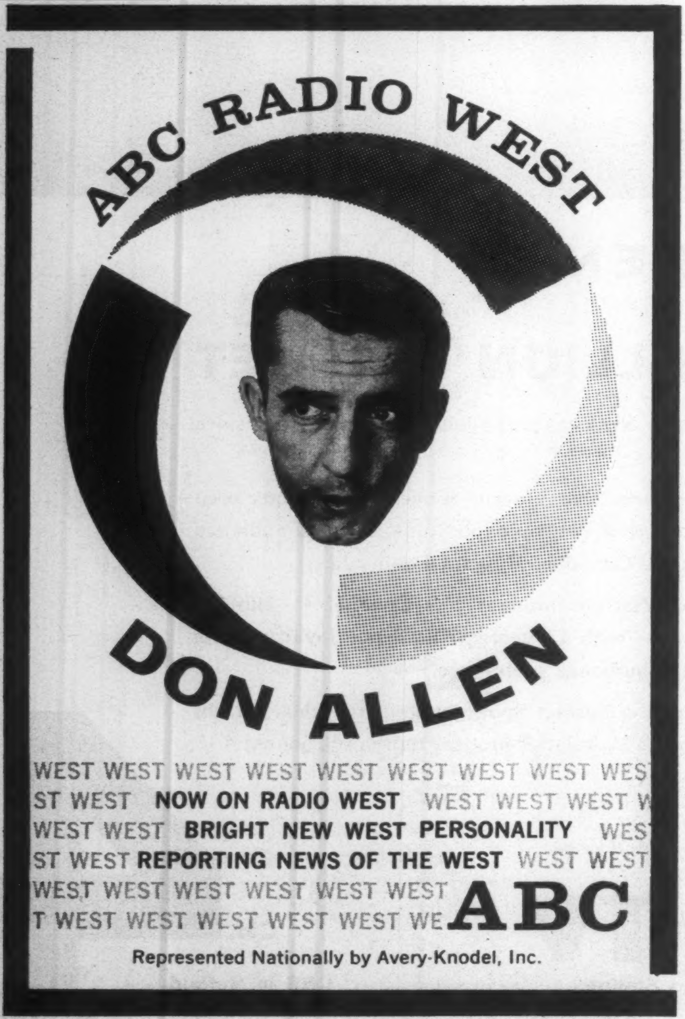
CBS in Buffalo

Polishing the Godfrey 'image'

CBS Radio last week was touting the "Arthur Godfrey brand of salesmanship," as the network calls the veteran radio personality's on-the-air commercial skills. The Godfrey image, according to CBS Radio, is still bright in radio. The network could cite the following:

On the commercial side: the signing of nine new advertisers in Mr. Godfrey's show on the network. Activity: the return to New York of the radio-tv star after a personal appearance tour through the South and Midwest. (He traveled 5,000 miles on an eight-city journey that included 11 radio programs and a total live audience of 24,000 people. At the U. of Texas, he taped a broadcast before 6,500 students).

The burnishing of the Godfrey image closely followed the 32nd anniversary broadcast of a month ago which featured Mr. Godfrey (l); Dr. Frank Stanton, CBS Inc. president, and Arthur Hull Hayes (r), CBS Radio president. Trio's favorite topic in their on-the-air conversation: radio. The verdict: a bright future for the medium. Dr. Stanton said he thought radio today is doing a "much better job" than five years ago.


ABC RADIO WEST

DON ALLEN

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ST WEST NOW ON RADIO WEST WEST WEST WEST W
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Represented Nationally by Avery-Knodel, Inc.

Lyons gives television poor report card

American television, so far, has not achieved the stature of the best of the nation's newspapers, Louis M. Lyons, curator of the Nieman Fellowships at Harvard, said Nov. 3 in a speech sharply critical of the broadcast medium.

"Television is still in its adolescence and we do not know what it will grow up to be," he told the Modern Forum of Los Angeles. "But its great failure as an institution is that it did not rise in the great tradition of journalism and realize that its operation should be independent of its advertisers."

"The money of the advertiser calls the tune in tv," he elaborated. It is as though a newspaper had an editorial page only if the big department store sponsored it; or ran a financial column only if the bank wanted to pay for it. Until the management of broadcasting shapes its own programs, we won't have responsible programming."

Television's "impact is enormous," Mr. Lyons allowed. "The printed word cannot match it. Tv has stolen the glamour and much of the dynamics of the newspaper. It scoops the front page. But it has no inside pages."

WICE reporter assaulted

A radio newsman was seized and slashed Nov. 4 by four Negroes after he had read a report on a riot, his station, WICE Providence reported. Injured was newsman George Norton, who was told by his assailants "to be a good boy" when reporting incidents about their race, according to WICE.

YOU MAY NEVER VISIT THE EARLIEST LIGHTHOUSE*—

BUT... WKZO-TV Can Light Your Sales Success In Kalamazoo-Grand Rapids!

NSI SURVEY—GRAND RAPIDS-KALAMAZOO AREA
February 20-March 19, 1961

STATION TOTALS				
	Homes Delivered		Per Cent of Total	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon. thru Fri.				
9 a.m.-Noon	**48,400**	34,000	**58.7**	41.3
Noon-3 p.m.	**65,900**	53,800	**55.0**	45.0
3 p.m.-6 p.m.	**56,400**	71,900	**43.9**	56.1
Sun. thru Sat.				
6 p.m.-9 p.m.	**155,600**	96,800	**61.7**	38.3
9 p.m.-Midnight	**138,200**	66,200	**67.6**	32.4

WKZO-TV's 1000-foot tower can be your guide to greater sales activity in the rapidly growing Kalamazoo-Grand Rapids area.

Your commercials on WKZO-TV will reach an average of 80% more homes than on Station B, Sunday through Saturday, 6 p.m.-Midnight (NSI—Feb. 20-March 19, 1961). You'll be building for the future in a good market, too. Both Kalamazoo and Grand Rapids are among the 55 fastest-growing markets in America.

And if you want all the rest of outstate Michigan worth having, add WWTV, Cadillac-Traverse City, to your WKZO-TV schedule.

Sources: Sales Management Survey of Buying Power and Television Magazine.

**The earliest U.S. lighthouse was first lit September 14, 1716 on Little Brewster Island in Boston Harbor.*

AM-TV-FM

The Felzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

Radio-tv covered L.A. fire all the way

KTLA SETS PACE FOR ROUND-THE-CLOCK FIRE WATCH

Los Angeles broadcasters won the thanks of a grateful community last week for their round-the-clock coverage of the worst fire in the city's history. They also demonstrated once more the importance of radio and television in time of emergency, not only by keeping the public informed of the progress of the fire but by relaying up-to-the-minute instructions by police and fire officials that kept idle spectators out of the trouble area and out of the way of the fire fighters.

KMPC broke the story at 8:16 a.m. Monday (Nov. 6) when Herb Green, pilot of one of the two helicopters which provide the KMPC airwatch reports of rush hour traffic, spotted smoke in Stone Canyon.

First tv coverage of the fire also came from the air, at 8:39 a.m. when the KTLA (TV) Telecopter, a fully-equipped video flying mobile unit, put a picture on the air from over Stone Canyon.

KTLA followed its original report with 10 more before 11:30 a.m., both from the air and three ground units, the first of which arrived on the scene at 9:35 a.m., along with Clete Roberts, KTLA's news editor-in-chief. Then at 11:49 a.m., the station scuttled its regular programming and devoted itself entirely to fire coverage until 11 p.m., a half-hour summary preceded sign-off at 1:14 a.m. Tuesday.

Burned out

Los Angeles executives in broadcasting or advertising whose homes were reported completely destroyed or badly damaged in last week's Brentwood-Bel Aire fire include: Howard Barnes, CBS-TV vice president; Robert Breckner, vice president and general manager, KTTV (TV) (damaged); Howard Meighan, president, Videotape Productions of California; Robert K. Byars, vice president of Erwin Wasey, Ruthrauff & Ryan; Howard D. Williams, chairman of the EWR&R finance committee; William A. Thomson, EWR&R radio-tv production director (damaged); Lucille Liets, managing director, Hollywood Advertising Club; Justin Dart, president, Rexall Drug Co.; Neil Reagan, vice president, M-E Productions. Many more, including NBC Vice President John West, ABC Vice President James Riddell and KMPC President Bob Reynolds, reported near misses.

KTLA continued its comprehensive coverage the second day of the fire, signing on an hour early (at 7:34 a.m.) with a live report, from ground, air and newsroom, that ran until the start of the regular day's programming at 8:30 a.m.

Praised by fellow Los Angeles broadcasters for "a job we can all be proud of," as one station manager put it, KTLA was also cited by Los Angeles Mayor Sam Yorty for "public service of the highest order, deserving the highest praise."

Expensive ▪ The intensive fire coverage cost KTLA about $39,000 in preemptions of commercial programming, the cost of the crews and the equipment expense, Robert Quinlan, program director, estimated.

KTTV (TV) had three remote units on the scene. Bill Welsh, special events director, was stationed with the key unit at fire fighting headquarters. The station in addition had four newsreel units in the field to film fast-breaking developments. (KTTV has its own newsreel processing equipment.) Its log shows news bulletins and cut-ins on the fire starting at 9:21 a.m., with the first film shown at 11:02 a.m. and the first live pickup shortly before noon. From 1:30 to 7 p.m. KTTV maintained continuous live coverage of the fire, making frequent reports during the evening hours and the following day.

The city's other tv stations kept newsreel crews at the scene. NBC-owned KRCA (TV) put special fire newscasts on at 4-4:10 p.m. Monday and 4-4:15 p.m. Tuesday and expanded its 11 o'clock news Tuesday night from 15 to 30 minutes, devoted entirely to the fire. CBS-owned KNXT (TV) used more than half of its hour-long *Big News* at 6:30-7:30 p.m. each day for reports of the fire.

Radio Was There ▪ Radio newsman and mobile units were on the fire front alongside tv and their word pictures of the conflagration were the first business of the day at most stations. KMPC kept 10 men and four ground units in the field, under Bob Forward, program vice president, for the duration of the fire, while the two helicopters put in more than 60 hours (at $85 an hour) of fire reporting from the air.

At 3:30 Monday afternoon, KMPC's executive vice president, Loyd Sigmon, ordered all commercials canceled to devote full time to fire coverage.

A spot check showed a general recognition of the interest of the fire to everyone in the Los Angeles area and the responsibility of radio to provide fast, frequent reports. KFWB kept up to six newsmen and never less than four at the fire scene throughout the crisis. KNX had five reporters and two mobile units on fire duty. KLAC had three men giving beeper reports from the field. KABC reported it gave full play to fire coverage, only occasionally "interrupting it with regular programming." KHJ aired approximately 150 live reports of two to three minutes each and pre-empted Wednesday's *Robert Q. Lewis* (6-10 a.m.) program, with 20 minutes of each hour given to fire reporting.

KRLA devoted some 90% of its regular news time to the fire, plus nine hours of special coverage, five hours of reports from the scene, four from the station's newsroom. KFI gave seven hours to fire reports, three of them pre-empted. KLAC put on nearly eight hours of fire news and was preparing a documentary on fire prevention for broadcast yesterday (Sunday), 8-9 p.m. KFWB took 15 minutes or more from each hour's regular programming for fire reports.

KGBS not only covered the fire for local airing, but provided on-the-scene reports to WGBS Miami, WIBG Philadelphia and WSPD Toledo (all involved are owned by Storer Broadcasting Co.). KFMB San Diego sent a four-man news team into the fire area along with the airplane normally used for the station's traffic coverage for two-way radio direct reports back to KFMB from the ground and the air at the disaster area. KFMB also fed reports to WDAF Kansas City (both are owned by Transcontinent Television Corp.) and other stations.

NETWORK NEWS FURORE

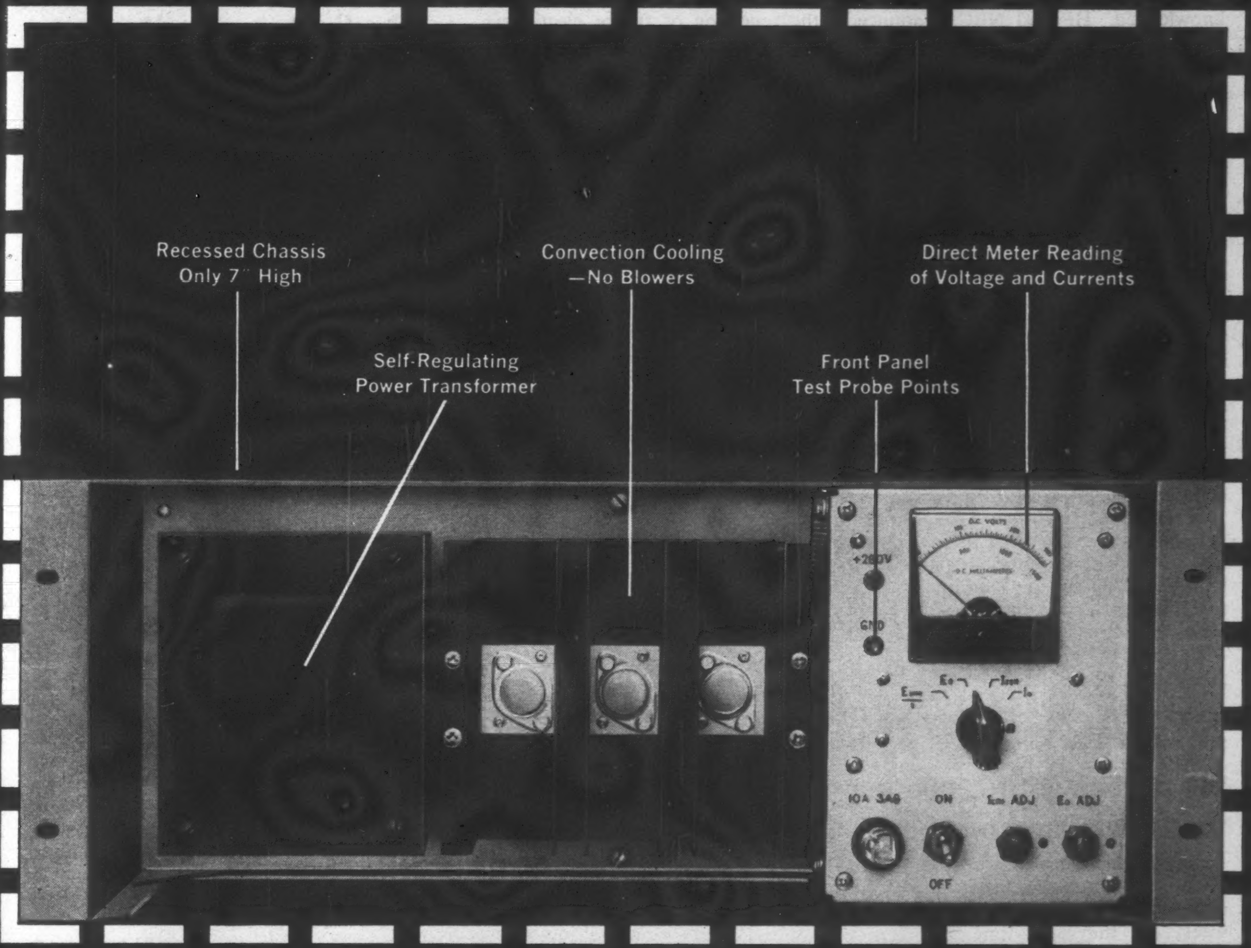
Hagerty stirs argument over New York election error

NBC News admittedly erred in its tabulation of votes cast in last Tuesday's mayoralty election in New York City, but the loudest complaint came from ABC.

An inter-network furore was touched off Thursday when James C. Hagerty, vice president in charge of news for ABC, held a news conference "in the interest of accurate reporting." It was immediately followed by a sharply worded statement from NBC News, to which Mr. Hagerty replied with brevity and dispatch.

NBC News admitted on Wednesday that it had credited Mayor Wagner with approximately 50,000 more votes than he actually received. The error was explained as a tabulating mistake.

Mr. Hagerty charged at his news conference that the actual margin of error was "greater" than that ack-


Recessed Chassis Only 7" High
Convection Cooling —No Blowers
Direct Meter Reading of Voltage and Currents
Self-Regulating Power Transformer
Front Panel Test Probe Points
+280V
GND
10A 3AG
ON
OFF
Eo ADJ

RCA SEMICONDUCTOR DC SUPPLY

Half the Size of Conventional Power Supplies!

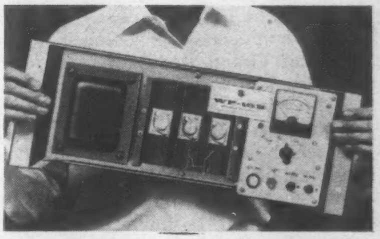
You gain at least three advantages with this compact WP-16B semiconductor regulated power supply for TV studios!

Requires less than half the mounting space of latest tube-type supplies—1600 milliamperes at 280 volts in *seven* inches of rack space.

Higher efficiency cuts heat dissipation to less than half that of other supplies; reduces air conditioning load; eliminates blowers, lowers maintenance costs.

Complete short circuit protection. You can place a direct short across the output terminals of the WP-16B without damage to the supply or to any of its components. Once the short is removed, the supply automatically returns to normal operation.

A single WP-16B powers a complete TV camera chain...only two units are needed for a color chain. It's an ideal power and space saver for all television uses.



Get this die-cut brochure! It's the actual size of the WP-16B. Compare it with your present power supply—see how much space you can save. It also contains full information and specifications. Write to RCA, Broadcast and Television Equipment, Dept. BB-22, Building 15-5, Camden, N. J. Or ask your RCA Broadcast Representative for a copy.

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The Most Trusted Name in Television

knowledged. He said NBC announced shortly before 11 p.m. that the mayor's total vote was 1,284,059, with 5% of the election districts still missing. "This was already 49,526 more votes than the mayor finally received." Figuring an average of 509 votes per election district, and estimating the mayor's share of them, Mr. Hagerty claimed NBC was off an additional 61,967—making a total of 111,493, or a 9% error in the final vote.

"These inaccuracies in the returns were not a reflection on either ABC or CBS," Mr. Hagerty said. "But rivalry should not impair accuracy of returns for station advantage. This could discredit the television industry which must have the complete confidence of the public in its ability to present returns with all possible speed, but also with complete reliability."

A Solution ▪ In response to questions, Mr. Hagerty expressed willingness to "sit down" with the other networks, and with people in the city's administration, to seek a solution that would prevent such inaccuracies from occurring in the reporting of future elections.

Mr. Hagerty's remarks immediately drew the following blast from NBC News:

"Jim Hagerty is running true to form —last with the audience and first with the news conference. The only new thing about his news conference was the menu for the day—sour grapes. As a partisan press agent for 16 years, Hagerty should have learned by now that the public has no stomach for alibis for failure. He'd do better if he spent his energies on getting his audience up from the 6% level it averaged—one-fifth of NBC's audiences—instead of worrying about NBC. The error in the NBC Wagner returns that Hagerty is using to divert attention from ABC's disastrous performance, was a tabulating mistake . . ."

In his parting shot of the day, Mr. Hagerty said: "I am not interested in personal attacks, only accurate reporting."

CBS, whose election return coverage was not challenged in any way, had "no comment" on the whole affair.

Radio-tv unsuited for freedom—Kilgore

The basic freedom of the press cannot be applied to government-licensed broadcast media, Bernard Kilgore, president of the *Wall Street Journal,* told Colby College's annual Elijah Parish Lovejoy convocation last week.

"We are going to get the idea of freedom of the press dangerously obscured if we try to stretch it to fit radio and television," Mr. Kilgore added. He conceded that the broadcast media do transmit news and information about public affairs, "But this does not seem to be their basic function—the time and effort they spend on it is generally small in proportion to that devoted to entertainment," he explained.

Mr. Kilgore was named recipient of the Lovejoy award, given each year for distinguished service to journalism. It honors a Colby alumnus and abolitionist editor who was killed in Alton, Ill., in 1837 while defending his newspaper against a pro-slavery mob.

GOVERNMENT

SYRACUSE CH. 9 HEARING

Six parties set for hearing, four to be added for 10-way scramble over dropped-in facility

Six of the ten applicants for ch. 9 in Syracuse, N.Y., were designated for comparative hearing by the FCC last week. At the same time, the agency announced that the remaining four would be consolidated in the hearing as soon as they have been pending the 30 days required by law.

Similar orders will be forthcoming among six applicants for ch. 13 Grand Rapids and 11 for ch. 13 Rochester soon after two or more applications have been pending for 30 days. The FCC is prohibited by law from taking any action on an application for at least a month. Only one application in each city had been pending for the required time last week, which prohibited the commission from acting in Rochester and Grand Rapids.

Also last week, the FCC replied to a letter from AB-PT President Leonard Goldenson (BROADCASTING, Aug. 21) in which the agency expressed a continuing interest in encouraging some sort of interim operation in the three cities pending a final grant. At the time the commission assigned the three vhf channels to Rochester, Syracuse and Grand Rapids, it said it would welcome proposals for interim operation (BROADCASTING, Aug. 7). Each of the cities presently has two vhf stations in operation.

The last application filed for Syracuse, by station representative George P. Hollingbery, was accepted by the FCC Nov. 1. This means the FCC can issue a final order, setting a hearing date, early in December. The Syracuse channel now is closed to applicants—Nov. 7 was the cut-off date—but parties may file for the other two cities until a hearing is ordered.

Rochester now is prime for a hearing order since the first application there was filed in September and two more on Oct. 6. The first application in Grand Rapids also was accepted in September while the second did not come in until Oct. 16.

In the Interim ▪ Attorneys for six of the Syracuse applicants have met informally with representatives of the FCC and expressed a willingness to try to establish an interim operation, it is understood. Negotiations have progressed and are in the preliminary stage and the FCC unofficially has taken a "hands-off" policy as far as serving as an arbitrator.

A commission official said last week that the agency probably will act favorably on any interim plan in which all applicants have had a chance to participate. Any talks, however, still are tentative and a firm plan has not been submitted in any of the cities.

Following are the vital statistics of the six Syracuse applications for ch. 9 set for hearing last week:

▪ Veterans Broadcasting Co., owner of WVET-AM-TV Rochester and 80.5% of KTVE (TV) El Dorado, Ark. Seeks 100 kw, antenna 599 ft. above ground, special temporary authority pending final grant. President and 7.95% (largest single interest) owner is Ervin F. Lyke. There are over 100 other stockholders.

▪ Syracuse Tv Inc., owned by Founders Corp. (80%) and Macmillan Ring-Free Oil Co. (20%). Founders owns WFBL Syracuse, WSMB New Orleans and KORL Honolulu. John M. Shaheen owns 53.6% of Founders. Seeks 316 kw, antenna 648 ft. above ground, STA.

▪ W. R. G. Baker Radio & Tv Corp., principals include William V. Stone (17.28%), Robert J. Conan (17.28%), T. Frank Dolan Jr. (17.3%), Leonard P. Market (17.3%), Richard N. Groves (8.04%), and others. Seeks 316 kw, antenna 656 ft. above ground.

▪ Onandaga Broadcasting Co., owned by Marvin H. Sugarman (20%), Asher S. Markson (12%), F. Robert Gilfoil Jr. (10%), Vance L. Eckersley (12%), and 12 others. Seeks 173 kw, antenna 658 ft. above ground, STA.

▪ WAGE Inc., owned by Frank G. Revoir (80%), Alexis N. Muench (12%), and others. Seeks 79.6 kw, antenna 961 ft. above ground, STA.

▪ Syracuse Civic Tv Assn. Inc., principals include Francis A. Singer (9.7%), Arthur C. Kyle Jr. and William H. Porter (each 8.5%), Dr. Edward C. Hughes, James G. Brock, John E. McAuliffe, Richard L. Sandefur and

REGIONAL AWARD
CENTRAL REGION

THE STRIETMANN BISCUIT COMPANY
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[illegible] COMBINING
[illegible] CONCEIVED, SUPERBLY [illegible] EXECUTED
PROMOTIONAL PLAN WITH OUTSTANDING SELLING STRENGTH
ACCOUNTED FOR THE LARGEST SALES INCREASE
IN STRIETMANN'S CENTRAL MARKETING AREA
DURING THE PERIOD
SEPTEMBER THROUGH DECEMBER
[illegible]

P.S. We're so pleased with the job done for us by Taft WKRC-TV of Cincinnati, we'd like to pass the good word along.

The Strietmann Biscuit Company
Cincinnati, Ohio

Arve S. Wikstrom (each 6.4%), Trevor K. Serviss, Margaret W. Osterlund and Robert D. Brown (each 4.5%). Seeks 316 kw, antenna 650 ft. above ground, STA. Mr. Kyle is stockholder in WNDR Syracuse, WPDM Potsdam, N.Y., WACK Newark; Mr. Sandefur is national sales manager of WNDR.

The remaining Syracuse applicants, with date filed in parenthesis:

- Ivy Broadcasting Co. (Oct. 10), also an applicant for ch. 13 Rochester. E. E. Erdman, president and majority owner; Joel Fleming, vice president. Ivy also owns WOLF Syracuse, WTKO and WEIV (FM) Ithaca, WOIV (FM) DeRuyter, WMIV (FM) Bristol Center, WBIV (FM) Wethersfield and WJUV (FM) Cherry Valley, all New York. Seeks 100 kw, antenna 483 ft. above ground, STA.
- Six Nations Tv Corp. (Oct. 31), principals include Richard C. Landsman (20%), Donald F. Neubauer (9%), and others. Seeks 195 kw, antenna 701 ft. above ground, STA. Mr. Landsman is account executive for WNEW-TV New York.
- Salt City Broadcasting Corp. (Oct. 31), principals include The Outlet Co. (50%), Edward G. Eagan and L. T. Eagan (each 18.75%), and L. William Eagan (12.5%). Outlet owns WJAR-AM-TV Providence, R.I. Seeks 316 kw, antenna 655 ft. above ground.
- George P. Hollingbery (Nov. 1). Applicant is chairman of board and 71.35% owner of station representative firm bearing his name. Seeks 184 kw, antenna 662 ft. above ground.

Letter to ABC ■ The FCC agreed with ABC that an interim operation is highly desirable from a permanent antenna and transmitter site. The agency, however, rejected ABC's proposal that the FCC's chief engineer serve as an arbitrator to settle disputes among applicants.

The FCC told the network it would not be proper for ABC to participate in financing an interim operation because it might prejudice negotiations for terms in future affiliation talks. Also, the commission rejected ABC's contention that the staff of any interim operation should not contain principals in any of the applicants.

KTBS-TV tall tower approved

The Federal Aviation Agency has approved the building of a 1,600-ft. tower for ch. 3 KTBS-TV Shreveport, La. The site is at the station's present tower near Mooringsport, La., and will cost approximately $450,000. An application is being prepared and after this is granted and the tower, tallest in the South is built, KTBS-TV expects to increase its coverage from 22,000 to 33,000 square miles. Station is an ABC-TV affiliate.

Why can't stations own piece of satellite?

SEN. LONG'S POSER STARTLES HILL HEARING WITNESSES

Why not permit the radio-television industry to participate in ownership of the communications satellite system the U.S. hopes to have in orbit within the next few years?

Sen. Russell B. Long (D-La.) asked this novel question last week of witnesses at a hearing by his Senate Monopoly Subcommittee on a proposal by an international common - carriers' committee for private ownership of the satellite system (AT DEADLINE, Oct. 16).

Sen. Long

The question startled some of the witnesses and dismayed others.

Lee Loevinger, head of the Justice Dept.'s antitrust division, indicated he hadn't thought of the possibility. But he said it might not be a bad idea, as a means of providing the system with the broadest possible ownership.

FCC Chairman Newton N. Minow, somewhat taken aback, said he didn't know of any broadcasters who want to participate. He also indicated he didn't think they'd be any more interested in owning a share of the satellite than they are of owning AT&T cables.

Omar Crook, chairman of the carrier committee set up by the FCC to suggest a private ownership plan, dismissed the idea out of hand. Direct point-to-point television via satellites "isn't going to come in my lifetime," he said.

And when it does, he said, "we'll have a separate satellite devoted to television use."

Critical ■ Sen. Long was critical of the industry committee plan and the FCC's approach in choosing only international common carriers to draft a private-ownership plan. "You have handled this in such a way," he told Mr. Minow and the six other commissioners, that potentially competitive companies are barred.

He said he suspects some companies probably feel that AT&T, which he said would wind up with 85% ownership and use of the system, is destined to dominate it and that, as a result, "they better stay out."

Some support for this view came from S. M. Barr, vice president of Western Union Telegraph Co., which was a member of the carrier committee but dissented from the majority view in its report. Mr. Barr said the committee's plan would lead to domination by AT&T, and advocated the widest possible ownership to guard against such a development.

Sen. Long also said he wouldn't be surprised if AT&T had brought pressure on "some of these people" to keep them out. He said he had no evidence of pressure, but mentioned the withdrawal by General Electric of its application to participate in ownership of any satellite system established.

Mr. Minow said he knew of no pressure and suggested that if Sen. Long does he should investigate. He said GE's application was dismissed without prejudice and that the commission welcomes GE's thoughts on developing a satellite system. "If there's any feeling that any company has not been given fair consideration, I'd like to hear about it," he said.

Competition Shut Out? ■ These comments did not satisfy Sen. Long, who said the commission might be discouraging important competition. He said a separate corporation might be able to provide better and cheaper service if permitted to own the system and compete on that basis with existing international common carriers.

The international common carriers' plan, submitted by nine companies, is to create a non-profit corporation which would operate and manage the satellite system. The corporation would be owned by international carriers, but the government would be represented on its board by three directors.

Mr. Minow protested that the FCC has reached no decisions, and that the FCC, in addition to the carriers' plan, is considering ownership by a corporation that would compete with the international carriers. Government ownership also is a possibility, he said, adding that legislation would be rerequested if the commission considers this the most desirable solution.

Sen. Long's suggestion that broadcasters be allowed to participate in ownership of the system reflected his feeling that ownership should be broadened to include all interested parties, including aerospace companies, equipment manufacturers and the public. Another reason, he indicated, is that "a lot of stations" are dissatisfied with cable rates and would like to have a voice in what's being done about satellites.

Mr. Minow said he doesn't know of any complaints. And Bernard Strassburg, assistant chief of the Common Carriers Bureau, who appeared with him at the hearing, said cost studies

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Satellite tv service ▪ Mr. Minow, in answer to a question, said that "eventually" radio and television will be among the "most important" users of a communications satellite. But he didn't agree with the conclusion Sen. Long drew from this—that the broadcasters should have as much right to participate in ownership as the telephone companies. "We haven't taken that view to date," Mr. Minow said.

The FCC, the Justice Dept. and Dr. E. C. Welsh, executive secretary of the National Aeronautics and Space Council, who also testified, were handicapped in commenting on the industry plan since the FCC proceeding in the matter is not closed. The deadline for filing comments is today (Monday).

But the administration officials indicated that the industry plan is not likely to be adopted in its present form. Mr. Loevinger said the committee's recommendations "are not adequate to achieve the principles" laid down for ownership and operation of the satellite by the President and the Justice Dept. He said "its deficiencies are in its generalities and omissions." Dr. Welsh said the plan doesn't provide for "as wide a representative ownership as possible—it's limited." He added that the administration is considering a number of alternative proposals.

And the commission, Mr. Minow indicated, in addition to reviewing the industry plan and the comments filed in connection with it, might open a new chapter in proposals for satellite ownership. He said the commission might invite firms excluded from the carrier committee to form a group of their own to make recommendations.

Macfadden to merge with Bartell only

Macfadden Publications Inc., New York, has withdrawn a Securities & Exchange registration statement that would have merged Process Lithographers Inc. and Bartell Broadcasting Corp. in Macfadden. Macfadden is a major stockholder of Process Lithographers and Bartell owns a majority in Macfadden.

Macfadden's announcement on Nov. 3 of withdrawal of the registration which proposed to issue $5.3 million indebentures and stock, stated that the merger with Bartell will proceed. Terms of this merger call for an exchange of one share of Macfadden for each two shares of Bartell. A new SEC registration will be filed for this consolidation.

It was understood that the three-way merger was called off because Process is not in a position to print Macfadden's 12 magazines, as originally planned.

LEE WOULD JERK IDLE VHFS

FCC member elaborates on Dallas proposal, says he'll ask that unused vhfs go to non-broadcasters

Commissioner Robert E. Lee said Friday (Nov. 10) that he will propose rulemaking to the FCC which will delete "withdrawn" and "unapplied for" vhf channels from the broadcast band and reserve them for non-broadcast use.

Addressing the Manufacturers' Radio Service of the National Assn. of Manufacturers, Commissioner Lee said that the FCC must look outside the non-broadcast band to solve the clamor for additional frequency space for such users. "I have looked elsewhere for spectrum vacancies to alleviate these problems and focused attention upon the unused channels of the vhf tv bands," he said. "I propose to . . . place on the commission agenda appropriate rulemaking to accomplish this purpose." He did not say when.

Expanding on an idea he first expressed in Dallas (BROADCASTING, Oct. 2), the commissioner said that the vhf channels removed in deintermixture proceedings and unused in other areas should be reserved for mobile radio. He said 2,000 circuits could be made immediately available for such use with the eight vhf channels to be deleted in pending rulemaking and 50 unassigned channels.

Under his proposal, mobile operations on vhf would be permitted at distances of over 150 miles from an existing co-channel tv station and with a maximum power of 600 watts. "An interesting sidelight to operation in the manner that I have proposed is the fact that more protection would be afforded to tv stations now operating than is presently afforded by co-channel tv stations," Commissioner Lee maintained.

Tv Concern ▪ He conceded that tv licensees "could be greatly concerned by my proposal. However, I see no need for any apprehension." The commissioner said the following advantages would accrue for tv: 1. The immediate need to shift all tv to uhf would be lessened "but by no means removed" by relieving the crowded situation in mobile services. 2. If non-broadcast users are fitted into vhf, the likelihood of any appreciable channel shifting to satisfy tv requirements would be significantly lessened.

"Certainly, from the standpoint of the broadcaster, it should be preferable to share a channel with low power radio devices than with high power tv stations at standard or sub-standard spacings," Commissioner Lee told the manufacturers.

The commissioner said that non-broadcast services have been treated as a step child by the FCC. He said stacking, congestion and mutually destructive interference are the rule rather than the exception in such services. Solutions to the problems cannot be found in further compressing the non-broadcast bands, Commissioner Lee said in pointing his finger at vhf.

A future move of all tv to uhf would open chs. 2-13 for efficient" uses by non-broadcast services, he stated in disclosing a plan for such fallow vhf space. He said that he would reserve chs. 2-8 for safety and special radio services and chs. 9-13 for common carriers. "It should also be obvious that by providing new bands of frequencies for these non-broadcast services, the congestion in other bands can be greatly relieved," he said.

Flu invasion

The activity in FCC Chairman Newton N. Minow's office slowed down considerably during the past 10 days—but the blame cannot be placed on any lessening of interest in commission activities.

Chairman Minow and several members of his personal staff have been out with flu and Mr. Minow missed last week's meeting. He returned to work last Thursday (Nov. 9) to testify before a Senate subcommittee on space communications (see page 66). Others in the chairman's office who have missed work because of flu are Tedson Meyers, administrative assistant; Joel Rosenbloom, legal assistant; two secretaries, and a messenger.

Short-term licenses given to WBRO, WSME

Two more stations—WBRO Waynesboro, Ga., and WSME Sanford, Me.—received public reprimands from the FCC last week. They got short-term license renewals.

In both instances, the commission said the licensees' program performances had not matched their promises and that they had not fulfilled their responsibility to the public. The seriousness was compounded because both WBRO and WSME are the only

"Our live TV show on WSUN is in its 3rd year . . . the reason . . . RESULTS!"

This is how Charlie Cheezem, Realtor, Builder and Developer of Florida's leading West Coast Retirement Home Development feels about WSUN-TV, Tampa-St. Petersburg, Florida.

"Our 8 salesmen at Ridgewood Mountain Village make it a point to learn where our customers come from. Our weekly half-hour Community Sing program on WSUN-TV is over 2 years old, and has consistently been one of our best advertising investments."

Ratings vary from survey to survey; the true yardstick is SALES! Dollar for dollar by any survey, your best Tampa - St. Petersburg buy

WSUN-TV abc

Natl. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS

stations in their respective cities, the FCC said.

WBRO was granted a license renewal for only 15 months instead of the normal three-year period. In a letter accompanying the renewal, the FCC said WBRO had failed to broadcast any programs whatever under the classification of education, discussion and talk. The limited license was granted, the commission said, on the basis of the station's efforts to enlist the assistance of qualified personnel in presenting such programming.

WSME received an 18-month renewal. The commission questioned the station's reasons for changing to a music and news format. Defending itself against FCC charges that it carried no education, talks, public service or live programming, the station said its programming consisted of 60 one-minute segments per hour rather than the 14½-minute divisions of the renewal form. Therefore, WSME maintained, its programming in the questioned areas did not show up in the composite week.

The commission countered, in a letter explaining its action, that WSME's analysis is defective in evaluating past service and cannot be compared with proposals made. For example, the FCC said the station equated non-commercial spots with public service programs although there is a substantial difference between announcements and programs.

WSME was given a pat on the back for programming substantial public service offerings since the agency questioned the outlet's renewal application.

Commissioners Rosel H. Hyde and T. A. M. Craven dissented to the sending of the letters to WSME and WBRO but concurred in granting the short-term renewals.

Proposed KBOM findings

KBOM Bismarck-Mandan, N. D., last week asked the FCC for "censure and reprimand" but pleaded that its license not be revoked. The station did not recommend what form such a reprimand should take in proposed findings submitted in the commission's license revocation proceedings against KBOM.

The Broadcast Bureau maintained the only conclusion possible is that the station's license be revoked because of an unauthorized and deliberately concealed transfer of control, misrepresentation and "deceitful acts" by the licensee, Mandan Radio Assn. A hearing was held at Bismarck last summer in the case (BROADCASTING, July 24).

AT&T OFFERS CUT RATES FOR ETV

Economy service to etv peeves some commercial operators

AT&T last week decided to help a worthy cause. The giant Bell system parent submitted to the FCC a schedule of interconnection rates for educational tv that is considerably below the tariff charged for commercial tv networking (CLOSED CIRCUIT, Oct. 30).

The non-commercial educational tv tariff is scheduled to become effective Dec. 7 unless it is protested by interested parties or suspended by the FCC itself.

It provides for a monthly charge of $27.50 per airline mile for a single video-audio channel for a full 24 hours between locations over 25 miles apart. For local service, where two connections are less than 25 miles apart, the monthly educational rate is $15 per quarter mile.

Commercial intercity rates run $35 per airline mile for a video-only channel for the first eight hours of use; local rates run $20 per quarter mile for the same service.

Although the rates brought joy to educational broadcasters—and raised the eyebrows of commercial telecasters—AT&T officials warned that the two services are not to be strictly comparable.

The educational service, it is emphasized, is a stripped-down version of networking that the regular broadcaster wouldn't dare accept. Educators will get no monitoring, no switching, no special supervision and no standby circuits—all vital in commercial interconnections.

No Comment ▪ Although network officials had no formal comment on the etv rates, one authority said his personal view is that commercial broadcasters should have the right to use the service on the same rates and conditions as educational stations—if they want to.

"Nobody wants to stand in the way of educational television," he said, "but I don't see how AT&T can offer one class of service to one group without making it available to all. The service AT&T proposes for the educational stations is not good enough for long-haul commercial networks, but it is perfectly good enough for short-haul hookups, and if commercial stations want to use it on that basis, I can't see why AT&T shouldn't permit it.'

The question whether AT&T can limit this service to educators only already has been raised within the FCC itself. Although staff officials admitted they weren't sure of the answer, they agree that in theory common carriers propose a type of service which is supposed to be available to all who may wish to use it. On the other hand it was pointed out, there are services offered to specialized users (government, press, etc.)

Whether AT&T can restrict the new tv interconnection service to educators presumably will be answered by the FCC itself. And there is strong support among the commissioners for helping educators in any way possible.

Etv Rates ▪ The monthly rate for local etv service is divided into two categories:

Between buildings on the same premises, the charge per tenth of a mile is $6 for the first channel, $2 for the second channel, $1.20 for the third and fourth channel, and 80 cents for the fifth and sixth channel.

Between separate premises no farther apart than 25 miles, the charge per quarter mile is $15 for the first channel, $5 for the second channel, $3 for the third and fourth channel and $2 for the fifth and sixth channel. Added to this are charges for channel input equipment (per signal source), channel output equipment (per receiving location) and outlet connections (per receiving location). For channel input equipment, the monthly charge runs $40 for the first channel, $30 for the second channel, $25 for the third and fourth channel and $12.50 for the fifth and sixth channel. For channel output equipment, the charges are $7.50 for the first channel and $5 each for the second to sixth channels. Outlet connections, which are optional, are at the rate of $15 for a distribution amplifier and $1.25 for each outlet.

Intercity Rates ▪ Intercity connections (over 25 miles) for etv apply on an airline mile basis. The monthly charges are $27.50 for the first channel, $12.50 each for the second and third channels and $10 each for the fourth and fifth channels. To this is added $8 monthly for channel output suppression arrangements and $12.50 for a channel output at a receiving location. Both the last two charges are optional.

Although commercial intercity connection charges begin at $35 per airline mile, this is for video only and does not include charges for audio circuits, station connections and local loop.

A comparison between two etv stations 26 miles apart and two commercial stations the same distance apart indicates that the educational stations would pay over $400 per month for the interconnection, while the commercial broadcasters would pay over $4,000 a month. This is based on 24-hour, 7-days-a-week service—or a ratio of 10 to 1.

In practice, however, commercial sta-

AMF Announces its 1961, $1000 Awards for Broadcasting and Journalism in the field of Physical Recreation

Established by AMF last year in cooperation with the National Recreation Association, "The AMF Awards for Outstanding Reporting in the Field of Physical Recreation" honor journalists and broadcasters who help create better understanding of projects in physical recreation, and who help focus attention on individuals or groups active in this area. An award of $1000 is made for work in each of four categories: newspapers, magazines, radio, and television.

These four annual $1000 awards highlight the importance of physical recreation to the strength and well-being of the United States and the world. Presentation of these 1961 awards will be made in June, 1962 – National Recreation Month.

Here are the 1960 Winners

Magazine: **Sports Illustrated** (President John F. Kennedy's article, "The Soft American")

Radio: **Radio Station KXOK,** St. Louis, Mo. ($1000 to author Wayne C. Kennedy for a series of six daily spot announcements concerning recreation programs)

Newspaper: **Charleston Daily Mail,** West Va. ($1000 to editor J. D. Maurice, and reporters Charles Connor and Jack Greene for a series of articles and editorials dealing with a special recreation levy)

Television: **CBS-TV** ($1000 to producer Peter Molnar and Paul Levitan for the 1960 coverage of the Winter and Summer Olympics)

HERE'S HOW TO ENTER YOUR WORK OR A COLLEAGUE'S: to obtain your nominee card and personal entry blank, with details, write to AMF today. All entries for work published or broadcast during 1961 must be received by March 15, 1962.

AMF Awards AMF American Machine & Foundry Company
261 Madison Avenue, New York 16, New York

Theatres aid WREX-TV in fight against loss of vhf channel

Contrary to the movie *vs.* tv tensions which have popped up on occasion elsewhere in the country, theatre owners in the Wisconsin and Illinois coverage area of WREX-TV Rockford, Ill., have spontaneously come to the aid of the station in its fight to retain vhf ch. 13 and to keep from being moved into uhf as proposed by the FCC.

The moviemen not only have been successful users of tv advertising on WREX-TV, but they also were concerned about the loss of community service given by WREX-TV to their areas, according to Joe Baisch, vice president and general manager of the station.

During the past three weeks a total of 15 theatres in as many cities have run their own film trailers explaining the FCC proposal and warning that if made final it would result in the loss of the WREX-TV service. The theatre managers on their own initiative made the trailers, set up displays in their lobbies and collected signatures from their patrons on petitions which protest the commissions' plan to move the vhf station into uhf.

Some managers also took to the streets in their communities during the daytime hours to solicit the signatures of businessmen, Mr. Baisch said. The petitions will be part of WREX-TV's comments before the FCC, due Dec. 4.

Mr. Baisch said thousands of signatures have been turned in to him by the theatremen from each of the communities. He described the grass roots response as "heartwarming."

Unexpected ▪ The voluntary movie support began very unexpectedly in early October when Mr. Baisch was explaining a new joint tv advertising campaign to the movie group, he recalled. One of the movie exhibitors inquired about the possible effect of the FCC deintermixture proposal and during the discussion that followed Mike Pullen, president of the Independent Theatre Owners of Illinois and operator of the Hub Theatre in Rochelle, Ill., offered his theatre screen and services to tell the public what was taking place. Other exhibitors quickly joined in and they worked out the educational campaign completely on their own, Mr. Baisch said.

For the past several years WREX-TV has produced standing-room-only audiences for the local theatres by special advertising promotions for certain films. The films in each case were booked into all the theatres on the same play dates through arrangement with the distributor. Tie-in contests and other merchandising promotions have been worked out by WREX-TV for these events in addition to the saturation tv spot campaigns.

Mr. Baisch last week also reported that city councils, mayors and city managers in more than "three score communities within the WREX-TV coverage area have unanimously taken actions protesting the FCC proposal." All feared loss of valuable news, weather, agricultural and entertainment features, he said.

tions use 15 to 16 hours daily. This would reduce the difference to something nearer two to one, it's estimated.

In announcing the etv rates, AT&T said that its Southern Bell Telephone & Telegraph Co. is already providing interconnection facilities for a statewide etv system in South Carolina serving 67 schools in 21 counties, and that its Chesapeake & Potomac Tel & Tel provides service to 44 schools in the Washington County, Maryland (Hagerstown), school system.

AFTRA takes to leaflets again after NLRB ruling

American Federation of Television & Radio Artists, whose strike against KFWB Los Angeles entered its fifth month Saturday (Nov. 11), has resumed distributing leaflets against retail outlets of KFWB's advertisers, following National Labor Relations Board ruling that such activity is legal.

NLRB, in a case involving local 662, radio & television engineers division of International Brotherhood of Electrical Workers, and WOGA Chattanooga, held that union distribution of "do not patronize" leaflets in front of a WOGA advertiser did not violate the secondary boycott provision of the Landrum-Griffith Act (BROADCASTING, Nov. 6). Ruling was handed down Friday, Nov. 3, in Washington, D.C. AFTRA resumed its campaign in Los Angeles Monday, Nov. 6.

COMMENTS ON FM PROPOSALS VARY

NAB, Meredith are in favor; engineers, Multiplex opposes

Early comments showed mixed reactions to the FCC's proposal to make drastic changes in the rules governing fm allocations and operations.

NAB expressed "general" approval of the proposed rules. Meredith Broadcasting Co. said it is "wholeheartedly in favor." On the other side, the Assn. of Federal Communications Consulting Engineers used such words as "uneconomical" and "unrealistic" in denouncing the proposal. Multiplex Co. said it it "undemocratic."

Last July, the commission asked for comments on (1) an overall plan of new fm station assignments based on minimum mileage separations; (2) establishment of a new class commercial fm station (there presently are two classes); (3) assignment of specific channels to the three classes, plus two educational classes (there now is only one); (4) such technical topics as signal ratios, polarization, directional antennas and receiver efficiency, and (5) am-fm duplication (BROADCASTING, July 3). Comments are due today.

In a 43-page statement, NAB said the mileage separation principle would ensure efficient use of each channel, help prevent interference and provide the commission with a guide for future assignments. The association also endorsed the proposal for three classes of fm stations and urged maximum power limitations, with maximum as well as minimum separations to preclude a "potential for wasted space."

Whatever changes are made, NAB said, consideration must be given to their effect on existing stations. Am-fm duplication should not be prohibited, NAB added.

The present allocation of fm channels on a case-by-case basis is too cumbersome and results in lengthy hearings, NAB said in endorsing the FCC plan for mileage separations. The NAB comments were prepared by a special five-man committee headed by Ben Strouse of WWDC-FM Washington. Other members were Allen T. Powley, WMAL-FM Washington; Ogden Prestholdt, CBS New York; Harold I. Tanner, WLDM-FM Detroit, and William Tomberlin, KMLA-FM Los Angeles.

Opposite Viewpoint ▪ The consulting engineers said it is necessary to allocate fm to protect a contour of a particular field intensity rather than to devise an unrealistic and uneconomical form of protection through minimum mileage separations. Such a plan disregards the vital factor of terrain variations, AFCCE maintained.

Fixed minimum distances thwart

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Although the Stellerator is strictly experimental, there would be no nuclear programs of any type without steel. The very heart of an atomic generating plant—the reactor vessel—must be steel, whether it's the power plant of a nuclear submarine or a commercial generating station. In addition to the reactor, the power station literally bristles with tons of special steels developed in the laboratories and produced in the mills of United States Steel. If nuclear power is the door to America's future, the key is steel. *America grows with steel.*

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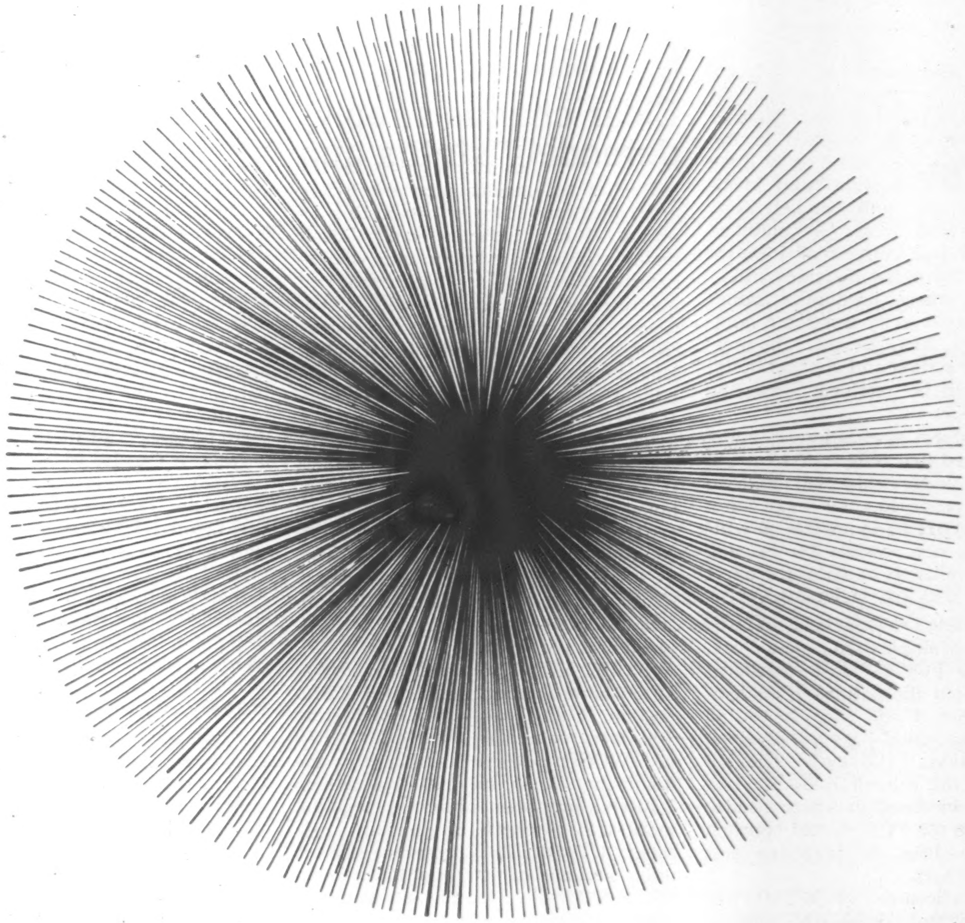

United States Steel USS

Fm defense network termed success

The first tryout of an east coast defense network, using fm stations only, took place in the early morning hours of Nov. 5 and, according to observers, "proved the feasibility of linking the east coast on an off-the-air, fm network."

The 30-minute exercise, arranged through the National Industry Advisory Committee, interconnected almost 100 fm stations from Florida to Maine. Originating stations were WVCG-FM Coral Gables, Fla.; WWDC-FM Washington, D.C., and WMTW-FM Poland Spring (Mt. Washington), Me. Cooperating were state emergency fm networks in all states along the east coast.

The test was coordinated by John T. Rutledge, WHOO-FM Orlando, and James L. Howe, WIRA-FM Fort Pierce, both Florida; Ben Strouse, WWDC-FM, and Carleton D. Brown, WTVL-FM Waterville, Me.

maximum use of channels and subjugate the public interest for the sake of administrative convenience, the association charged. Fixed minimum separations will for all practical purposes eliminate any further expansion of fm in metropolitan areas, the engineers said.

The association could see "no useful benefit" in the proposal to establish a new class fm station but recommended that a new zone be included in the rules, thus: Zone 1A, same as tv Zone I; Zone 1B, in California from Mexican border to the 40th Parallel; Zone II, all other land areas. A continued use of a protected contour of 1 mv/m would foster fm in the big cities and in rural areas, where economics rather than spectrum scarcity limits the number of stations, AFCCE said. The present system of station and channel designations should be retained, according to the engineers.

A study of fm applications pending Aug. 1 showed that only 8 of 49 could be granted under minimum mileage separations proposed, the association said. "The notice of inquiry is so written that it is not possible for existing stations or applicants to assess the effect upon them," AFCCE maintained.

Undemocratic ▪ Donald J. Lewis, president of Multiplex Co., New York, said that the FCC's Plan I (reallocation throughout the nation) is undemocratic in that it will provide for an "economically elite" group of high powered stations (100 kw). The advantages of the present rules are that stations can be fitted in where needed and therefore the FCC should consider its alternate Plan 2, involving less sweeping changes.

Meredith, licensee of KOMO-FM Kansas City and WOW-FM Omaha, said fm allocations should be placed on an orderly basis to assure wise and efficient development. Therefore, Meredith said, it particularly favors the plan for Class C stations with 100 kw maximum.

WIBF (FM) Jenkintown, Pa., a Class A station restricted to 1 kw, said that it is experiencing signal intensity difficulties because of the low power. WIBF maintained that it and other Class A stations in metropolitan areas (Jenkintown is adjacent to Philadelphia) should be authorized to operate with higher power to compete successfully with Class B stations.

Clear channels reply, defending status quo

Replies to comments on the FCC's order breaking down or duplicating 13 of the 25 clear channel stations dealt mainly with specific frequencies (BROADCASTING, Oct. 23). Comments requesting the FCC to reconsider its decision and make certain frequency changes and reservations were challenged by stations with a stake in maintaining their allocation assignments.

Clear Channel Broadcasting Service made point-by-point reply to many of the petitions of non-member stations. It also opposed the request of the National Assn. of Educational Broadcasters that the FCC reserve two Class II-A frequencies for educational use. CCBS again asked the FCC to authorize clear channel stations to operate with frequencies greater than the present maximum of 50 kw.

WCCO Minneapolis and KFMB San Diego both opposed the plan of KBIG Avalon, Calif., to shift KFMB from 760 kc (proposed by the FCC) to 830 kc. WCCO pointed out that it is the dominant station on 830 and termed KBIG's proposal untimely, without merit and a rehash of previous argument. KFMB said it deserves consideration because of its dislocation under the U.S.-Mexican treaty, and said that little interference will result to KBIG if KFMB goes to 760 kc. KFWB Los Angeles (980 kc) opposed WJR Detroit's suggestion that KFMB be assigned 1000 kc on technical grounds.

WOI Ames, Iowa, protested those portions of the comments of KFI Los Angeles which asked the FCC to delete from its report the segment having bearing on WOI's presunrise operation.

KXL Portland, Ore., asked the FCC to classify 750 kc as a Class II-A frequency assigned to Oregon. It took issue with the comments of WSB Atlanta, dominant station on that frequency, which had argued that it would cover white areas if authorized to operate with "superpower." KXL called WSB's point of view "parochial" and said its solution would aid the South but would not be of nationwide benefit.

Crosley opens fight to keep WLWI (TV)

Crosley Broadcasting Co. announced last week that it "will vigorously prosecute all its legal remedies both before the FCC and in the courts . . ." to retain authority to operate WLWI (TV) (ch. 13) Indianapolis.

The commission has voted 4-2 to rescind its 1957 grant of ch. 13 to Crosley, and award the channel to WIBC Indianapolis (BROADCASTING, Nov. 6, Oct. 30). WIBC was favored on the diversification issue primarily because of Crosley's ownership of three other tv stations in Ohio.

James D. Shouse, chairman of Crosley, said his firm would ask the FCC to stay its order that WLWI go dark Nov. 30, and to reconsider the grant to WIBC. He pointed out the commission decision "involved not a single criticism of Crosley's record of performance in Indianapolis" and refused to consider the performance of WLWI for the past four years.

Mr. Shouse said the FCC found that a grant to Crosley, which has no other Indianapolis communication interests, would not result in concentration but still favored WIBC Inc.—a 50 kw am station whose owners also have a 30% interest in the *Indianapolis Star* and *News*. "There were no new factors considered by the commission," he stated in pointing to changes in FCC members since the 1957 grant.

Pay-tv argument postponed

Argument on pay tv before the U.S. Court of Appeals for the District of Columbia, scheduled for Nov. 9, was postponed to Dec. 1 last week following a request by Marcus Cohn, counsel for the Connecticut Committee Against Pay Tv. Mr. Cohn's mother died earlier in the week. All parties to the argument agreed to the continuance. The Connecticut group, representing theatre owners in the Hartford area, is seeking to overturn the FCC's 1960 decision granting RKO General Inc. permission to run a Phonevision pay tv operation for three years over its WHCT (TV) in Hartford.

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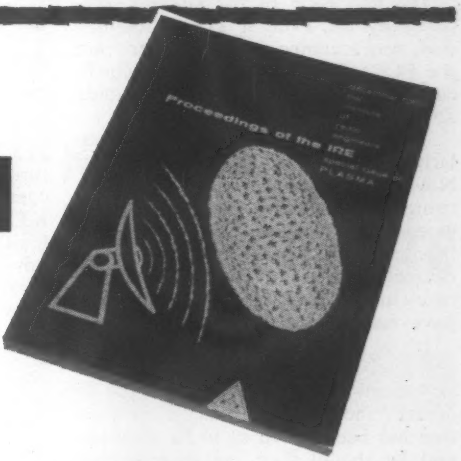

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FTC 'Ad Alert' mailed to stations

PUBLICATION OF CONTESTED ADS BLESSED BY FCC

A new government publication, *Advertising Alert,* was mailed to all broadcast licensees—as well as other advertising media—to "assist" them in fulfilling their obligations to refrain from airing fraudulent and deceptive advertising.

The first issue of the circular, prepared by the Federal Trade Commission, was accompanied by a letter from the FCC which said *Alert* will help licensees recognize false and misleading ads.

Advertising Alert will be sent regularly to all media (CLOSED CIRCUIT, Nov. 6). It discusses current advertising problems and lists (1) all litigated cases in which FTC orders have been issued; (2) those in which consent decrees have been entered, and (3) cases in which official FTC complaints have been issued.

In its letter, the FCC noted that if a station is carrying advertising which is the subject of a complaint, the licensee "should realize that . . . a question has been raised as to its propriety and he should therefore exercise particular care in deciding whether to accept it for broadcast." When the FTC has issued an order against a certain ad it means a formal determination has been made that it is false or deceptive, the FCC pointed out.

And, the commission warned, should an instance come to its attention where a licensee has carried advertising subject to a final FTC order or consent decree "serious question would be raised as to the adequacy of the measures instituted and carried out by the licensee in the fulfillment of his responsibility. . . ." The FCC said *Advertising Alert* should help licensees recognize questionable enterprises not listed in the bulletin and that licensees should bring them to the attention of the FTC. The fact that a particular product or advertisement has not been the subject of FTC action in no way lessens the broadcaster's responsibility to ascertain the legitimacy of claims aired, the FCC said.

"In this regard . . . licensee responsibility is not limited merely to a review of the advertising copy submitted for broadcast but the licensee has the additional obligation to take reasonable steps to satisfy himself as to the reliability and reputation of every prospective advertiser," the commission stressed.

The lead article of the first *Advertising Alert* concerned the rise in "flamboyant and false" advertising of home food-freezer plans. *Alert* also told of FTC plans to keep a close watch on advertising claims for fall-out shelters (BROADCASTING, Oct. 23). Specific ads mentioned in the first complaint cover everything from furs to a skin cream which it was claimed would rejuvenate the user's skin for "natural, youthful-looking beauty."

OPTION TIME REPLIES

Arguments cover pros, cons on scope of FCC's inquiry

An argument over the scope of the FCC's renewed option time case featured reply comments filed with the agency last week. Option time foes KTTV (TV) Los Angeles and Ziv-United Artists Inc. maintained the commission must go beyond the question of continuation of option time, but the three tv networks and their affiliates said issues raised by the opponents are wholly extraneous and should not be considered.

The FCC's order cutting option time from 3 to 2½ hours per daily time period was remanded by the U. S. Court of Appeals last spring at the request of the agency. Original comments were filed early last month (BROADCASTING, Oct. 9) after the FCC first said it would not accept replies. However, the agency acceded to many requests and ordered that reply comments would be considered. Oral argument is scheduled for this Friday (Nov. 17).

KTTV maintained last week that any new rules must prohibit all forms of exclusive arrangements, not merely the forms now in existence.

Ziv-UA said that the FCC must ensure that non-network program sources will have access to a "reasonable amount" of prime time viewing. Ziv charged that the networks are seeking to prevent a full presentation of the facts and that a commission rule limiting network programming is necessary to increase competition.

The Other Side ▪ CBS maintained that the FCC's failure to close the door on KTTV-Ziv arguments is "disruptive" of orderly consideration of option time. The network said that opponents ignore factual findings of the commission in a 1960 order concluding that option time is in the public interest. The CBS affiliates organization charged that the real object of the attack is not time optioning but networking itself.

Probability of a court appeal was announced by ABC if the commission goes outside the scope of its rulemaking order. ABC affiliates said the "self-serving proposals" of the minority already have been rejected by the FCC and should not be reconsidered.

NBC said that proposals to establish "protected times" for non-network programming are "patently anti-competitive and contrary to the public interest." The network's affiliates said such proposals are far more restrictive than option time and that proponents of such plans are attempting to "fence out for themselves" large preserves of prime time.

WNTA-TV sale delayed

A three-judge federal court in Washington last week stayed the WNTA-TV New York sale to a New York educators' group. The court appeals panel ordered the FCC grant last month to be held up until a New Jersey appeal has been argued and decided. The state of New Jersey through its governor, has asked the court to reverse the FCC action on the ground that the ch. 13 station was being moved from Newark, N. J., to which it is officially assigned, to New York. The educational group was paying $6.2 million for the NTA-owned facility. The stay was ordered by District of Columbia Circuit Judges Wilbur K. Miller, E. Barrett Prettyman and Walter M. Bastian.

Drive to end hearing affects FCC, networks

Attorneys and statisticians for the FCC and the networks are working under a crash program to be prepared for the final phase of a public hearing in the agency's network programming investigation.

The hearing is scheduled to start in Washington Jan. 9 before the FCC *en banc* and network officials are to testify for the second time during the long inquiry. The series of public hearings began in May 1959 and has continued sporadically in Washington, New York and Los Angeles.

The current crash program was brought on by the FCC's desire to close the record by the end of January 1962. To prepare for the Jan. 9 hearing, FCC Study Staff Chief Ashbrook Bryant has asked the networks to supply large quantities of information and statistics 10 days before the hearing begins. The networks have pleaded unofficially that too great a burden has been placed on them to gather the requested material. They have indicated that there is a strong possibility they will not be able to furnish the information by the deadline and that a postponement of the hearing—or a cutback in the required material—will be requested.

INTERCONNECTING AND POOLING:

GIANT CONNECTING LINKS—KEY TO VAST POWER TODAY AND FOR THE FUTURE

America has such links right now, due to the foresight of the investor-owned electric light and power companies. With many more to come—*fast*.

The investor-owned companies are well under way with a giant program of power transmission expansion. This program includes new ultra-high voltage lines—among the most powerful in the world—and it will be ready to meet any demand for electricity, anywhere in the nation.

America's investor-owned electric companies pioneered in interconnecting transmission lines and pooling power sources more than 40 years ago. Today, their transmission networks are in every section of the country. These networks include 280,000 miles of lines, connecting billions of dollars worth of plants.

The new plants and lines are being built through an over-all plan that means all can work together. Still more communities... bigger areas ...states and groups of states...will share in the benefits of "power pools." The new heavy-duty ultra-high voltage lines will link pool to pool in the most flexible and resourceful power system the world has ever known.

The networks can relay electricity from New England to Texas, if need be. From the tip of Florida to the Great Lakes. *Almost anywhere.*

Such pooling helps keep rates low, because all users in a pool can benefit from the savings of the newest, most efficient plants. Service becomes still more dependable; if one plant is shut down by an emergency, others can instantly send power in.

Interconnecting and Pooling of power, on an ever-growing scale, is another example of performance and planning by the investor-owned electric light and power companies.

It is just *part* of their nationwide program to increase America's electric strength.

The nation can depend on these companies. They will be ready to meet all the additional power needs of the future.

Investor-Owned Electric Light and Power Companies | *Keep America Powerful*

Company names on request through this magazine

DESILU IN SYNDICATION

Desilu Sales Inc. gets in the swim to syndicate, will do Arnaz shows, but available for others

Desilu Sales Inc. has been organized as a wholly-owned subsidiary of Desilu Productions, to handle syndication of $30 million worth of current program inventory, including immediate distribution abroad of *The Untouchables,* Desilu President Desi Arnaz announced Friday. Richard W. Dinsmore, western sales manager for Screen Gems, has left that post to become vice president and general manager of Desilu Sales, of which Mr. Arnaz will be president.

The new distribution subsidiary will also handle sales and syndication of products from other producers and owners ranging from tv series to feature films and animated properties. Mr. Arnaz made it clear that Desilu Sales will not conflict with the studio's recent contract with General Artists Corp. for national network sales for new programming.

In addition to *The Untouchables,* Desilu shows now available for syndication at home and abroad through Mr. Dinsmore's sales staff are: *Desilu Playhouse, Ann Sothern Show, The Texan, Guestward Ho, Those Whiting Girls, Harrigan & Son,* the original two-part (two-hour) version of *The Untouchables* and the two-part (also two-hour) special, "Counter-Intelligence Corps." Desilu is also negotiating with CBS over future distribution plans for 14 *Lucille Ball-Desi Arnaz* hour shows originally broadcast on CBS-TV under Westinghouse sponsorship. In announcing Desilu's new distribution arm, Mr. Arnaz said: "We have studied the distribution-syndication situation for more than a year, and after careful observation it is our firm opinion that the market potential for our own, as well as for other products, is now greater than it has been in many years.

Davan, Desilu set series

Davan Inc., an independent tv production company, has signed a co-production deal with Desilu Productions for a new one-hour series titled *Anatomy.* Ben Brady, owner of Davan, wrote the first script for the *Anatomy* series, his first independent tv series since leaving CBS-TV, where he produced the first two years of *Perry Mason,* the first year of the *Red Skelton Show* and one season of *Have Gun, Will Travel.* He has signed John McGreevy to write a second *Anatomy* script, ordered by Desilu.

Film sales...

191 Looney Tunes cartoons (Seven Arts Assoc.): Sold to WKTV (TV) Utica, N.Y.

Films of the 50's (Seven Arts Assoc.): Volumes I and II sold to WKTV (TV) Utica, N.Y.; WCSC-TV Charleston, S.C.; WLAC-TV Nashville, Tenn., and KNTV (TV) San Jose, Calif. Volume I sold to WTVC (TV) Chattanooga, Tenn., and Volume II to WRAL-TV Raleigh, N.C., and WTVH (TV) Peoria, Ill. Volume I is now in 116 markets, and Volume II is in 65.

Everglades (Ziv-UA): Sold to Falstaff beer for KOMU-TV Columbia, Mo.; Summers-Hermann Ford Inc. for WLKY (TV) Louisville, Ky.; Ford Ideal Laundry & Dry Cleaning Co. for

FACT!
throughout Inland California and Western Nevada, the McClatchy Beeline stations* deliver more radio homes than any other combination of stations and at the lowest cost/1000
Nielsen Coverage Service Report #2, SR&D)
* KOH RENO
KFBK SACRAMENTO
KBEE MODESTO
KMJ FRESNO
KERN BAKERSFIELD

COLORCASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV:

Nov. 13-17, 20-22 (6-6:30 a.m.) **Continental Classroom,** Contemporary Mathematics.

Nov. 13-17, 20-22 (6:30-7 a.m.) **Continental Classroom,** American Government.

Nov. 13-17, 20-22 (10:30-11 a.m.) **Play Your Hunch,** part.

Nov. 13-17, 20-22 (11-11:30 a.m.) **The Price Is Right,** part.

Nov. 13-17, 20-22 (12:30-12:55 p.m.) **It Could Be You,** part.

Nov. 13-17, 20-22 (2-2:30 p.m.) **Jan Murray Show,** part.

No. 13, 20 (8:30-9 p.m., **The Price Is Right,** P. Lorillard through Lennen & Newell; American Home Products through Ted Bates

Nov. 13, 20 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

Nov. 14, 21 (7:30-8:30 p.m.) **Laramie,** part.

Nov. 15, 22 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Nov. 15, 22 (10-10:30 p.m.) **The Bob Newhart Show,** Sealtest through N. W. Ayer.

Nov. 15, 22 (10:30-11 p.m.) **David Brinkley's Journal,** Douglas Fir Plywood through Cunningham & Walsh; Pittsburgh Plate Glass through BBDO.

Nov. 16 (10-11 p.m., **Sing Along With Mitch,** R. J. Reynolds and Ballantine through William Esty; Buick through McCann-Erickson.

Nov. 17 (9:30-10:30 p.m.) **Vincent Van Gogh: A Self Portrait,** Lincoln-Mercury through Kenyon & Eckhardt.

Nov. 18 (9:30-10 a.m.) **Pip the Piper,** General Mills through Dancer-Fitzgerald-Sample.

Nov. 18 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Nov. 18 (10-30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

Nov. 18 (5-6 p.m.) **All-Star Golf,** Kemper Insurance through Clinton Frank; Reynolds Metals through Lennen & Newell.

Nov. 18 (7:30-8:30 p.m., **Tales of Wells Fargo,** part.

Nov. 18 (9-11 p.m.) **Saturday Night At The Movies,** part.

Nov. 19 (concl. of football game to 5 p.m.) **Patterns in Music,** sust.

Nov. 19 (6-6:30 p.m.) **Meet the Press,** co-op.

Nov. 19 (7-7:30 p.m.) **The Bullwinkle Show,** General Mills through Dancer-Fitzgerald-Sample; Ideal Toys and Beech-Nut Gum through Young & Rubicam.

Nov. 19 (7:30-8:30 p.m.) **Walt Disney's Wonderful World of Color,** RCA and Eastman Kodak through J. Walter Thompson.

Nov. 19 (9-10 p.m., **Bonanza,** Chevrolet through Campbell-Ewald.

Nov. 19 (10-11 p.m.) **Theatre '62—Intermezzo,** American Gas Assn. through Lennen & Newell.

WDAF-TV Kansas City, Mo.; and to WSJS-TV Winston-Salem, N.C., and KVIQ-TV Eureka, Calif.

One Step Beyond (ABC Films): Sold to Montana State Power Co., Butte, for KXLF-TV Butte; KSMO-TV Missoula; KBLL-TV Helena and KFBB-TV Great Falls, all Montana; and to Public Service Co. of Colorado for KLZ-TV Denver.

The Life and Legend of Wyatt Earp (ABC Films): Sold to WJZ-TV Baltimore. Now in 55 markets.

Hollywood Hist-O-Rama (Jayark Films Corp.): Sold to WGN-TV Chicago; WTAR-TV Norfolk, Va.; International Tv Distributors for Australia; Republic Broadcasting System for the Philippine Islands; and distribution arrangements for Argentina and Uruguay.

Jayark Blockbuster Features (Jayark Films Corp.): Sold to WICU-TV Erie, Pa.; WJRT (TV) Flint, Mich.; WOW-TV Omaha; WSAV-TV Savannah, Ga.; WTHI-TV Terre Haute, Ind.; WITI (TV) Milwaukee; WMTW-TV Poland Spring, Me.; KOIN-TV Portland, Ore.; KXTV (TV) Sacramento, Calif.; KTVU (TV) San Francisco; KLZ-TV Denver; KTAL-TV Texarkana, Tex.-Shreveport, La.; WHIO-TV Dayton, Ohio; WBOY-TV Clarksburg, W. Va.; WSBT-TV South Bend, Ind.; WIIC (TV) Pittsburgh; WRGP-TV Chattanooga, and WRDW-TV Augusta, Ga.

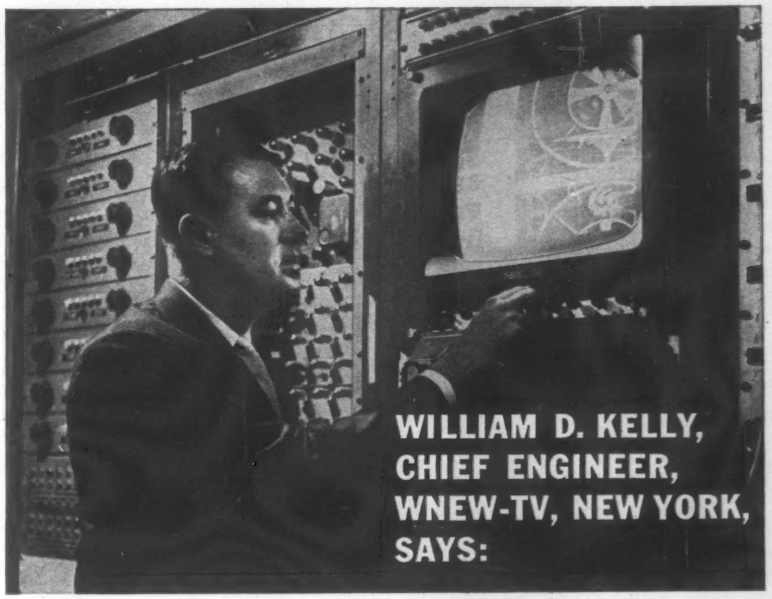
Bozo the Clown (Groups 1 and 2) and *Bozo's Cartoon Storybook* (Jayark Films Corp): Sold to and/or renewed by KWWL-TV Waterloo-Cedar Rapids, Iowa; WCAX-TV Burlington, Vt.; WOW-TV Omaha, Neb.; KTLA (TV) Los Angeles; KOIN-TV Portland, Ore.; KJEO (TV) Fresno, Calif.; WKJG-TV Fort Wayne, Ind.; WCHS-TV Charleston, W. Va.; KXTV (TV) Sacramento, Calif., and WRAL-TV Raleigh, N.C.

Screen Gems gross hits $55.8 million

The gross income of Screen Gems Inc., New York, for the fiscal year ended July 1, 1961, reached a new high of $55,821,052, compared with $41,690,042 in the period ended June 25, 1960, A. Schneider, SG president, reported last week.

The net income also was said to be at a record high, totaling $2,665,371 (equal to $1.05 per share) as against $1,620,017 (equal to 64 cents per share) during the 1960 period.

The company's annual report, distributed to stockholders last week, noted that SG plans to produce a number of live tv programs for the 1962-63 season. It added that Columbia Pictures is expected to make additional features, produced from 1956-60, avail-



WILLIAM D. KELLY, CHIEF ENGINEER, WNEW-TV, NEW YORK, SAYS:

"OUR NEW CONRAC PICTURE/PULSE CROSS MONITORS IMPROVED OUR OPERATING EFFICIENCY."

"It's a big help in examining our video signal to assure perfect synchronization and to quickly determine the quality of the sync pulses," Mr. Kelly adds. "This is by far the most versatile and useful monitor we have ever used."

The new Conrac fully regulated monitor will display either sync or normal picture at the flick of a switch. The 3-position, front-panel switch permits selection between normal picture, pulse cross, and pulse cross expanded. In the last position, vertical expansion of approximately five times shows each horizontal line clearly. In both pulse cross positions, video is inverted (black is white) and auxiliary brightness is provided. Thus, pulse cross brightness can be preset at a different level from that employed when viewing the normal picture.

Mr. Kelly's appraisal of this monitor and his experience with other Conrac monitors is not unusual. Consistency in quality, dependability, and versatility are Conrac characteristics known and preferred wherever a need for monitors exists in the broadcasting industry.

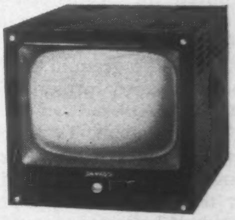
FROM 8" THROUGH 27", BROADCAST AND UTILITY, EVERY CONRAC MONITOR HAS A COMBINATION OF UNIQUE FEATURES.

★ *Video response flat to 10 megacycles*

★ *DC restorer with "in-out" switch*

★ *Selector switch for operation from external sync*

★ *Video line terminating resistor and switch*



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Planning for O-Vation

O-Vation Music, a new music format being offered by Programatic Broadcasting Service, New York, is discussed by these three key officials. They are (l to r) Sheldon Van Dolen, recently named manager of WBFM (FM) New York; Joseph W. Roberts, marketing vice president of Muzak Corp. (parent organization of Programatic Broadcasting and WBFM); and John Esau, Programatic general manager. WBFM is to be the New York key for Programatic's national operation.

able to Screen Gems shortly for distribution to tv.

The report disclosed for the first time the existence of a Screen Gems research subsidiary, Audience Studies Inc., which is engaged in testing the entertainment values of programs and the sales effectiveness of tv commercials before the general public is exposed to them. Special electronic equipment has been constructed for use by the subsidiary in its testing operations. The unit has been operating since last May.

Tv Marketeers adds series

Tv Marketeers Inc., New York, announced the acquisition of additional television program series last week, covering 39 episodes of *The Flying Doctor,* a first-run program in the United States, and five series formerly distributed by MCA-TV.

Wynn Nathan, Tv Marketeers president, said *The Flying Doctor* has been shown in Canada but will be available for telecasting in the U.S. in January. The half-hour series was produced by Donald Hyde and Jack Gross in association with ABC-TV of Britain and is based on the exploits of Australia's "Royal Flying Doctor Service." The half-hour, re-run series obtained by Tv Marketeers from their respective owners are: *Dr. Hudson's Secret Journal* (78 episodes), *Headline* (39), *Heart of the City* (91), *Mayor of the Town* (39) and *Author's Playhouse.*

'Danger Man' syndicated

Danger Man, Independent Television Corp's former CBS-TV series, has been released for syndication, it was announced last week by Abe Mandell, ITC vice president in charge of sales and administration. Stations are being offered 15 new episodes never before shown, plus the first-run off-network episodes. The series has been sold in New York and Los Angeles.

Program notes...

Kelly vehicle ▪ Dancer-actor Gene Kelly will make his debut as a regular tv performer next season, as the star of *Going My Way,* a new, hour-long light-drama series, in prime time on ABC-TV. The show, based on the 1944 Paramount movie of that name, will be co-produced by Mr. Kelly's Kerry Productions and Revue Studios.

Second time around ▪ Evangelist Billy Graham will be the subject of NBC-TV's second special titled *The World Of . . .,* to be presented Nov. 29 (Wed., 10-11 p.m. EST). Donald B. Hyatt, director of NBC special projects, is executive producer.

Ad news on radio ▪ Joseph Kaselow, advertising news columnist for the *New York Herald-Tribune,* will be heard in a Sunday afternoon "news specialty" on the Mutual Radio Network beginning Nov. 19 (2:35-2:45 p.m. EST). *About Advertising—Joseph Kaselow* will present activities of the advertising world in consumer language.

New Offices ▪ Orbit Productions Inc. has moved to the Film Center Bldg., 630 Ninth Ave., New York. Telephone is Plaza 7-3890.

Outsiders to develop tv shows for Ziv-UA

Ziv-United Artists Inc., New York, is implementing a new approach to television production. Under it programs will be created by independent producers, who will function autonomously.

Mr. Dorso

In announcing the move, John L. Sinn, president of Ziv-UA, said that Richard Dorso, who has been with the company for six years in various programming and sales posts, has been promoted to executive vice president in charge of all programs. Producers will report directly to Mr. Dorso, who will make his headquarters in New York, but will divide his time between New York and Hollywood.

The first project under the new approach is a half-hour situation comedy series, *Acres and Pains,* which will be produced by David Schwartz. Humorist S. J. Perelman will serve as script supervisor and write some of the scenarios. The series is being produced in association with CBS-TV for the 1962-63 season.

Mr. Sinn said that a tv series "must reflect the individual taste and talent of one man—the producer . . . our policy affords an individual producer the creative freedom that makes this possible." Mr. Dorso stated that his "primary task is to attract new creative producers to the Ziv-UA banner, particularly those who have not worked in television before."

Screen Gems Inc., an active network program supplier, has used the independent producer concept for several years. Ziv-UA has concentrated largely on the first-run tv film production field in recent years and has been relatively inactive in network production. It is believed that its new approach indicates increased production for network programming.

SATELLITE-TO-SET TV FEASIBLE BY '70

RCA scientist figures development cost at $100 million

Relaying television via satellite directly to home receivers will become "perfectly feasible" from a technical standpoint "in the near future" and *could* be demonstrated in the mid-1960s and reach "full operational service" by the end of this decade.

This report was offered by Dr. N. I. Korman, director of advanced military systems for RCA's defense electronic division, at the annual conference of the Atomic Industrial Forum in Chicago last Monday (Nov. 6).

Dr. Korman said the cost of development and testing beyond work already in progress would be under $100 million, "A modest sum when compared with the multi-billion-dollar space program now under way."

Uhf Best for System ▪ He said RCA's investigation had shown that the best frequencies for satellite relays directly to home receivers are in the uhf band and that a synchronous satellite—one which remains over the same spot at all times—would be "best for this service."

A. B. Martin, vice president and manager of compact systems, atomics international division of North American Aviation, described advances in compact atomic reactors which would be contained in such a satellite and provide sufficient power to permit direct rebroadcasting on tv signals (or fm or radio) to home sets on the earth. Such a satellite system would provide coverage of from 1 to 3 million miles, he said.

The comments of Messrs. Korman and Martin constituted an answer to Omar Crook, chairman of the international common carrier which has submitted a plan for private ownership of a communications satellite system. He told a congressional committee last week satellite-to-home television is not likely in the foreseeable future. (see story page 66).

Admiral's earnings up

Admiral Corp.'s color tv line now is on a "profitable basis and will continue to represent an increasing segment of the company's business in the years ahead," President Ross D. Siragusa said last week in reporting improved earnings for Admiral's third quarter and first nine months of this year.

Sales for the third quarter totaled almost $49.7 million and earnings were over $0.95 million (40 cents per share). The same quarter last year showed a small loss on sales of nearly $49.8 million. Earnings for the first nine months of this year were nearly $1.4 million (58 cents a share) compared with about $0.5 million (21 cents a share) last year. Nine-month sales this year were nearly $136 million compared to almost $145 million last year.

Visual Magnetics formed

The formation of Visual Magnetics Corp., 36 W. 44th St., New York 36, specializing in electronic systems for broadcasting and allied fields, has been announced by Louis MacDonald, president.

Aside from offering assistance in broadcast electronics to companies without their own technical research and development groups, VMC will offer creative editing, syndication, duplicating and quality control analysis of video tape. Mr. MacDonald was formerly an Ampex engineering supervisor.

Zenith orders decoder parts

Zenith Radio Corp. announced Wednesday it has placed an initial order for the production of Phonevision decoder components with Veeder-Root Inc.,

THE
SAN DIEGO
UNION
EVENING
TRIBUNE

NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

Apparel store sales were $76,440,000 in San Diego County last year — a total which ranks 26th among the nation's 200 leading counties in that category. Note these comparative totals:

SAN DIEGO, CALIFORNIA	$76,440,000
HENNEPIN (MINNEAPOLIS), MINNESOTA	$74,829,000
ORLEANS (NEW ORLEANS), LOUISIANA .	$71,270,000
KING (SEATTLE), WASHINGTON . . .	$68,889,000
FULTON (ATLANTA), GEORGIA	$63,915,000

Two metropolitan newspapers sell San Diego: The San Diego Union and Evening Tribune. Combined daily circulation is 226,437 (ABC 3/31/61). Both newspapers offer advertisers effective merchandising cooperation, product surveys, and award-winning ROP color.

"The Ring of Truth" Copley Newspapers

COPLEY NEWSPAPERS: 15 Hometown Daily Newspapers covering San Diego, California—Greater Los Angeles—Springfield, Illinois—and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service. REPRESENTED NATIONALLY BY NELSON ROBERTS & ASSOCIATES, INC.

SALES ESTIMATES: 1961 SALES MANAGEMENT SURVEY OF BUYING POWER

The San Diego Union
EVENING TRIBUNE

Hartford, Conn. The components will be used as part of the Zenith decoder which will enable Hartford residents to receive pay-tv programs from WHCT (TV) there next spring pursuant to test authority from the FCC. Pilot production is to begin later this year. WHCT is an RKO General station, licensed to RKO Phonevision Inc.

Technical topics...

Webcor reports ■ Webcor Inc., Chicago, last week reported record high earnings of $911,000 (92 cents per share) for the first quarter of the fiscal year ending Aug. 31. The company suffered a net loss of over $2.6 million for fiscal year ended May 31. Earlier this year Webcor acquired Dormeyer Corp., Chicago appliance maker, in a diversification move.

New offices ■ General Radio Co., West Concord, Mass., has opened two new sales-engineering offices in Syracuse, N. Y., and Orlando, Fla. Leo J. Chamberlain, formerly of the New York district office, will manage the Syracuse branch, and John G. Held, of the Washington district office, will move to the Orlando branch.

Uhf translator ■ Development of a 20 w translator to extend tv coverage beyond distance and terrain barriers has been announced by Adler Electronics, New Rochelle, N.Y. It is known as the UST-20, capable of picking up vhf signals off-the-air and converting them to a uhf channel for rebroadcast.

Demonstration kit ■ MaCarTa Inc., Des Moines, Iowa, announces the availability of a completely equipped demonstration unit featuring the latest automatic tape-cartridge equipment. The company describes the unit as a rolling radio station. It has its own generator. Requests for a demonstration visit should be made to the company, 4012 Fleur Dr., Des Moines.

Receives medal ■ Dr. Mervin J. Kelly, former board chairman of Bell Telephone Labs Inc., was awarded the 1961 Hoover Medal for "distinguished public service," at the United Engineering Center in New York, Nov. 9. The medal, established in 1930, was presented by former President Herbert Hoover for whom it is named.

Miratel buys firm ■ John Klindworth, president of Miratel Electronics Inc., New Brighton, Minn., has announced the purchase by Miratel of all outstanding stock of Mid-America Relays Systems Inc., Rapid City, S.D. Keith Anderson, president of Mid-America, continues as a vice president. Mid-America produces vhf translators.

INTERNATIONAL

West German pay-tv system probable soon

BONN STUDIES LEGAL AND TECHNICAL PROBLEMS

The introduction of a pay-tv system in West Germany has become a distinct possibility for the not-too-distant future. According to Bonn's Postal Minister, Dr. Richard Stuecklen, the government is studying the question, particularly the technical and legal difficulties. German engineers are trying to develop a pay-tv system which would use existing telephone and telegraph lines without disturbing either of the two services. The final decision as to the adoption of the program and its feasibility rests with the Postal Minister, whose job is the U. S. equivalent of Postmaster-General and FCC chairman.

Technical problems hinge mainly on the limited production capacity of the German electronics industry. To date, only one company in West Germany, the Feltz-Hoefer group in Cologne, is actively preparing to apply for a pay-tv license. The Cologne group's tentative plan seems not to require wired systems, but would use existing tv transmitters and buy time segments at irregular intervals for pay telecasts.

CBC anniversary show sees advent of global tv

Global television and more use of tv as an educational, rather than an entertainment medium were two items forecast by FCC Chairman Minow during a taped symposium on the future of broadcasting with Kenneth Adam, controller of BBC-TV, and Dr. Andrew Stewart, chairman of the Canadian Board of Broadcast Governors. The occasion of the discussion was the 25th anniversary of the Canadian Broadcasting Corp. on Nov. 2. The program was carried on CBC's national tv network.

Kenneth Adam, whose BBC was celebrating 25 years of telecasting on the same day, reported on live telecasts this summer direct from Yugoslavia and Moscow, indicating that trans-Atlantic live telecasting might be possible in 1962, and that perhaps the 1964 Olympic Games at Tokyo would be telecast by the BBC direct from there.

Chairman Minow elaborated on the need for more educational tv, and the development of direct global newscasting.

Dr. Stewart, whose position in Canada is similar to Mr. Minow's, hoped that broadcasters would always remember their audiences are composed of individuals, and not just an amorphous mass, and that broadcasting creates, as well as expresses attitudes.

CKBL-TV reaches new height

CKBL-TV Matane, Que., returned to the air late in October, using its new transmitter and new antenna on top of Mont Logan, overlooking the Gulf of St. Lawrence.

The channel 9 station was required to close down for about a week to permit a changeover to its new facilities. The antenna is the highest in Canada, 3,980 feet above average terrain. CKBL-TV now operates with 303 kw video and 182 kw audio power.

Nielsen expands in Canada

Expanded service by A. C. Nielsen Co. of Canada Ltd., Toronto, Ont., has been announced by George W. Ralph, vice president of its broadcast division. The enlarged service includes extension of the four-reports-per-year system to all multi-station markets.

The first survey is being made in November. All multi-station areas will

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings
1

be surveyed simultaneously. The Nielsen Broadcast Index report books will be restyled for client convenience. The four-reports-per-year service will cover Halifax, Ottawa, Winipeg, Edmonton, Calgary and Vancouver, while Toronto and Montreal will be measured six times a year.

Canadian tv set sales on the rise after lag

Sales of television receivers in Canada since July have been better this year than last, according to F. W. Radcliffe, general manager of the Electronics Industries Assn. of Canada, Toronto. Several Canadian manufacturers are out of stock in some lines.

Tv receiver sales in Canada have been steadily going down since 1955 when a record 764,957 receivers were sold. Last year total sales were 338,000 sets.

Stuart D. Brownlee, president of Canadian Admiral Corp. Ltd., Toronto, said that warranty cards show 65% of Admiral sales are now replacement, compared with 50% at this time a year ago.

C. E. Campbell, national sales coordinator of the home entertainment division of Philips Electronics Industries Ltd., Toronto, said sales were up this year and that family desire for a second tv set is one of the big factors.

Monaco to sponsor tv awards

The Second International Television Festival will be held in Monte Carlo, Monaco, in January, the ITF committee has announced. Following a week-long judging, Jan. 6-14, Gold Nymph awards will be presented at a gala at the Monte Carlo Opera House on Jan. 17.

Awards will be presented for the following categories: best dramatic program, best comedy program, best variety program, best performance by an actor, best performance by an actress, best coverage of a news or sports event, best children's program, and the cultural, historical or scientific program most likely to foster better international understanding. A special award for exceptional achievement may be given at the discretion of the judges. The festival is presented under the auspices of the government of Monaco.

Abroad in brief...

Toronto teams on pay-tv ▪ Trans-Canada Telemeter is piping into Toronto pay-tv homes all the home games of the Argonaut Football Club, and the away-games of the Maple Leaf Hockey Club for airing in competition with four professional football telecasts emanating free from Toronto and Buffalo stations. The pay-tv football games cost subscribers $2 apiece, and the 35 hockey games are $1 each.

Flags flagged

Independent Television Authority, Britain's commercial network, has agreed to keep tobacco commercials out of programs designed for viewing by children. Niall MacPherson, secretary of the Board of Trade, last week said the prohibition was instituted by ITA at the request of the government and that it would also apply to commercial slots before and after these particular programs.

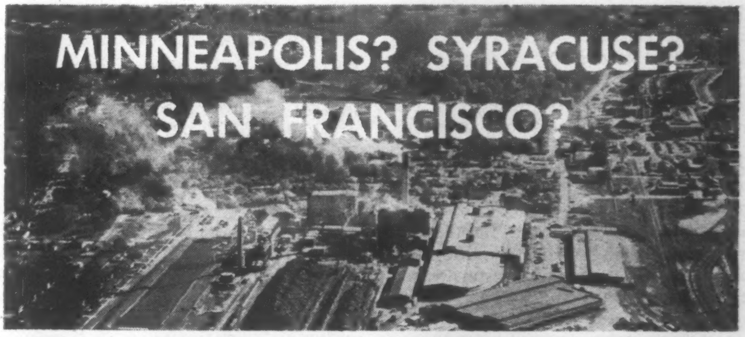
Stars to earth ▪ Following the example set by the West German movie industry some months ago, German tv stations have adopted a uniform ceiling for payments to tv stars and other actors in top income brackets. The new maximum is 7,000 deutschmarks (or about $1,750) per show, regardless of length or "name value" of the actor involved. The new ceiling is 3,000 marks less than the current maximum.

Italian network begins ▪ A second network began operations in Italy on Nov. 4, as RAI Radiotelevisione Italiana started programming on a uhf network. RAI-TV also operates a vhf network. The uhf operation will be on the air from 9-11 p.m., seven nights a week.

BBG plans hearings ▪ Six public hearings are to be held next year by the Canadian Board of Broadcast Governors. First 1962 meeting will be at Winnipeg, Man. on Feb. 6. Other hearings will be on April 3, May 29, Aug. 14, Oct. 16, and Dec. 4, locations to be announced later.

Austrian tv in black ▪ Austria's official, semi-commercial television service has estimated its 1961 annual income from license fees and advertising at 153 million schillinge (about $6.5 million). Income from commercial programming in Austria has steadily risen, and now much of this capital is being devoted to shoring up Austria's less-successful state radio operations.

Latin-accented Swahili ▪ Radio Vatican plans to inaugurate daily transmissions in English, French, Arabic, Portuguese and Swahili to Africa beginning Nov. 6. The broadcasts will be transmitted by a 100-kw installation donated by Cologne Catholics, and the programming will be opened by a blessing for Africa from Pope John XXIII.



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 71.7% SHARE OF AUDIENCE

According to March, 1961 ARB we average 71.7% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV
Channel 8
Monroe, Louisiana
The only commercial TV station licensed to Monroe.

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: International Paper Company installations in Bastrop, Louisiana, including two of its ten Southern Kraft Division paper mills, producing quality bleached papers and container board; the Single Service Division, producing milk cartons; and the Bag-Pak Division, producing multiwall bags.

FATES & FORTUNES

BROADCAST ADVERTISING

Mr. Field

Mr. Moore

Wendell D. (Pete) Moore, director of advertising, Dodge division, Chrysler Corp., joins MacManus, John & Adams, Detroit, as account executive on Cadillac account. Mr. Moore had been with Dodge since 1955 and earlier served as media director on Dodge account at Grant Adv. **Robert E. Field,** account executive on Cadillac at MJ&A, promoted to account supervisor.

William H. FitzSimmons joins Foote, Cone & Belding, Los Angeles, as account supervisor on grocery products division of Purex account. Mr. FitzSimmons, who recently resigned as vp of Filmaster Inc., Hollywood, had previously been associated with Benton & Bowles, New York, and Needham, Louis & Brorby, Chicago.

Mort Reiner and **Leonard Soglio,** radio-tv timebuyers, Hicks & Greist Adv., New York, promoted to broadcast media supervisors. Prior to joining H & G, Mr. Reiner was tv director for Glamorene Inc. Mr. Soglio came from Ted Bates, New York, where he was timebuyer specializing in food accounts.

John W. King, regional account executive for Budweiser in southern marketing area at D'Arcy Adv., St. Louis, transferred to New York to handle consumer advertising and promotion for Budweiser in nine-state eastern area. **Ralph Countryman,** assistant to agency's regional marketing service manager in St. Louis, succeeds Mr. King in Atlanta headquarters.

William R. Rosenthal named assistant to manager of D'Arcy Adv.'s regional marketing service for Budweiser. Mr. Rosenthal formerly served as coordinator of Budweiser posting and as manager of field service unit.

Richard H. Depew appointed director of tv programming for Cunningham & Walsh, New York. With C&W for four years, Mr. Depew has performed programming duties for all accounts including radio and tv. Previously he was tv network operations director for ABC-TV.

Ralph W. Jennings and **Vina Ruggero** join Ted Bates & Co., New York, as account executives. Mr. Jennings, assigned to Standard Brands account, was formerly with Foote, Cone & Belding. Miss Ruggero, formerly of Shaller-Rubin Co., will work on International Latex Corp. account at Bates.

Ian W. Beaton named general account executive on AC spark plug division account at D. P. Brother & Co., Detroit. Other D. P. Brother promotions: **Robert E. Guerrier** appointed account executive in charge of AC-Flint division advertising, **John C. Barbuscak** to account executive in charge of AC-Flint division merchandising, and **John C. Martin** to account executive in charge of AC-Milwaukee division advertising and merchandising.

Larry Schwartz, president, Wexton Adv., New York, since 1953, appointed chairman and chief executive officer. **Martin Solow,** executive vp, elected president and creative director. **Adrian Price,** vp, named executive vp and supervisor of client service.

James D. North and **Charles Overbeck** elected vps of General Foods Co., White Plains, N. Y. Mr. North will be vp, marketing services, and Mr. Overbeck, vp, research and technology. **John F. Nolden,** associate product manager, Perkins-S. O. division of General Foods, moves to Battle Creek, Mich., as product manager for Tang Instant Breakfast Drink and Instant Postum.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
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NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name title/position*

company name

address

city zone state

Send to home address——

* Occupation Required

H. R. Haldeman, vp and manager of Los Angeles office of J. Walter Thompson, has taken year's leave of absence to manage campaign of Richard M. Nixon for Governor of California. **M. C. (Doc) Borland,** vp and account supervisor in the JWT Los Angeles office, will be acting manager during Mr. Haldeman's absence.

David P. Hotz, vp and account supervisor, Benton & Bowles, New York, joins Papert, Koenig, Lois Adv., that city, as account supervisor. **Harriet Olguin,** formerly with Daniel & Charles, New York, to copy staff of PK&L.

Joseph Allentuck, formerly with Reach, McClinton Adv., New York, joins Doyle Dane Bernbach, that city, as assistant treasurer in charge of accounting and financial division.

Beverly Reynolds, formerly with Leo Burnett and Campbell-Ewald, both Chicago, joins Wade Adv., that city, as art director.

Mr. Gully

Harold W. Gully named pr manager, Leo Burnett Adv., Chicago. He joined agency in 1959 as manager of New York pr section and following year was transferred to Chicago as pr manager of home office. Prior to joining agency Mr. Gully was General European News pictures manager for UPI, with headquarters in London.

Betty Nicholis appointed project supervisor in research department, John W. Shaw Adv., Chicago. She formerly was director of media and research, Roth Brothers & Co., marketing agency, and earlier director of research, Arthur Meyerhoff Adv., Chicago.

Charles H. Branch, formerly with Noble-Dury & Assoc., Memphis, joins Greenhaw & Rush Adv., that city, as broadcast and copy director.

Ruth Konves and **Richard T. Griffin** join creative staff and accounting department, respectively, White Adv., Tulsa, Okla.

Del Tycer, former manager of advertising and sales promotion, instrumentation division, Ampex Corp., Redwood City, Calif., joins Charles Bowes Adv., Los Angeles, as account executive.

Gustave J. Richter, formerly with Fred Wittner Co., New York, joins J. M. Mathes Inc., that city, as account executive.

John Klein, staff announcer and salesman, KGAL (FM) Los Angeles, named account executive at Nides & Cini Adv., Los Angeles. Mr. Klein will be detailed exclusively to production and development of new business.

Howard Colwell, copy coordinator, The Kudner Agency, New York, appointed copy chief.

Dan MacMillan and **A. S. White** named copy group heads for Henderson Adv., Greenville, S. C. Mr. White served earlier with J. Walter Thompson in similar capacity. Mr. MacMillan was formerly with George H. Hartman Adv., Chicago.

Robert C. Furman joins broadcast department of Wade Adv., Los Angeles. He had been director of west coast commercial production for Sullivan, Stauffer, Colwell & Bayles; production supervisor for BBDO and commercial production supervisor at Desilu Studios.

THE MEDIA

R. A. Dunlea Jr., WMFD Wilmington, elected president of North Carolina Assn. of Broadcasters succeeding **Floyd Fletcher,** WTVD Durham. Other officers elected: **Jack Starnes,** WBAG Burlington, vp for radio; **Fred Fletcher,** WRAL-TV Raleigh, vp for tv; **Doris Brown,** WKBC North Wilkesboro, secretary-treasurer. Elected to board: **Garrett Allen,** WSIC Statesville; **Ray Stanfield,** WIST Charlotte; **George Walston,** WRRZ Clinton and **Wally Jorgenson,** WBTV Charlotte. (see page 54).

John R. Hallstrom, commercial manager, WIZZ Streator, Ill., named general manager. **Jim Mudd,** WVMC Mt. Carmel, Ill., to WIZZ as assistant manager. Bellinger-Townsend-Kemper Stations (WIZZ, WVMC and WRAM Monmouth, Ill.)

Pierce H. Foster, radio-tv time salesman, WGN Inc., New York, joins tv sales staff, Edward Petry & Co., that city, effective Nov. 15. Earlier Mr. Foster was radio time salesman for Adam Young Inc., rep firm, and radio-tv timebuyer on Liggett & Myers, Procter & Gamble and Carter products accounts for Dancer-Fitzgerald-Sample, both New York.

Douglas D. Shull, publicity and promotion director, WANE-AM-TV Fort Wayne, Ind., joins WOWO, that city, as promotion and advertising manager succeeding **Paul Lindsay,** who joins WIND Chicago, in similar capacity.

Alan J. Hartnick, assistant general counsel and assistant secretary, Metromedia Inc., New York, resigns to enter private law practice with Gallop, Climenko & Gould, that city.

Ralph L. Cunnyngham, assistant secretary-treasurer, Skelly Oil Co., Tulsa, to KCMO Kansas City, Mo., as business manager.

Mr. McClymonds

Mr. Edney

Grady Edney, national program director for radio, and **Clyde C. McClymonds,** manager of special services, elected vps of Storer Broadcasting Co. Mr. Edney joined Storer in 1957 as program manager of then newly acquired WIBG Philadelphia, and in 1959 was appointed company's national radio program director. Mr. McClymonds came to company as engineer in 1940 when Storer (then Fort Industry Co.) owned WHIZ Zanesville, Ohio. He served as assistant to vp for engineering and was appointed manager of special services in 1953. Storer Stations are: WGBS-AM-FM Miami; WJBK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo; WAGA-TV Atlanta; WJW-AM-FM-TV Cleveland; KGBS Los Angeles; WWVA-AM-FM Wheeling; WIBG-AM-FM Philadelphia and WITI-TV Milwaukee.

Virgil Wolff, formerly with KYW-TV Cleveland, named general manager, WRDW-TV Augusta, Ga.

George M. Claffey, comptroller, WVET-AM-TV Rochester, N. Y., and treasurer, KTVE (TV) El Dorado, Ark., elected vp of Veterans Broadcasting Co. (WVET-AM-TV and KTVE (TV)).

Bob Underwood named general manager, WTHR Panama City Beach, Fla. He formerly was air personality, WAGA-TV, and account executive, WQXI, both Atlanta, Ga.

Walter Lowe, formerly with KSUB Cedar City, Utah, joins KDJI Holbrook, Ariz., as general manager and sales executive. **Harry Kersey** and **Dave Shane** appointed program and news director and air personality, respectively.

F. J. Rawlinson named assistant to president, WTHE Spartanburg, S. C. **Tim Parker** and **Bob Townsend** appointed production supervisor and music director, and assistant news director and supervisor in charge of special events, respectively.

Tim Sullivan, air personality, appointed assistant station manager, KGMC Englewood, Colo., and **Gladys Stanley** named office manager. **Dick Peabody, Dan Tyler** and **Gil Verba** join station as music director, programming and production director and news director, respectively.

B. H. Moore joins WAKE Atlanta as program director.

BIGGER than
SACRAMENTO - STOCKTON
One Buy Delivers
IDAHO - MONTANA
plus 11 counties in Wyoming at lower cost per thousand

SKYLINE TV NETWORK delivers 10,100 more TV homes than the highest rated station in Sacramento-Stockton at nearly 18% less cost per 1,000. SKYLINE delivers 92,300* nighttime homes every quarter-hour Sunday through Saturday. Non-competitive coverage. One contract — one billing — one clearance. Over 254,480 unduplicated sets in 5 key markets. Interconnected with CBS-TV and ABC-TV.

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KLIX-TV Twin Falls
MONTANA — KXLF-TV Butte
KFBB-TV Great Falls
KOOK-TV Billings

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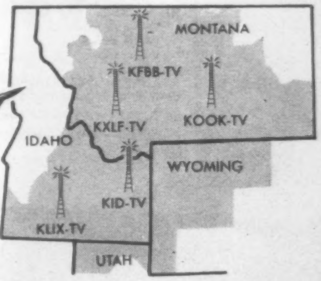

*ARB average March, 1961

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or your nearest Hollingbery office or Art Moore in the Northwest

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LOUISIANA

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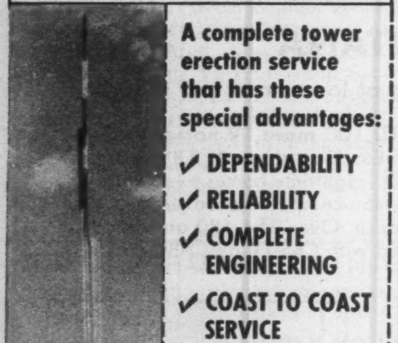
Harrington, Righter and Parsons
. . . about the **naturally rich** KSLA-TV market.

for your tower requirements check **ROHN SYSTEMS** ✓


A complete tower erection service that has these special advantages:

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Be sure to obtain price quotations and engineering assistance for your complete tower needs from America's foremost tower erection service.

ROHN SYSTEMS, INC.
6718 W. Plank Road Peoria, Illinois

BPA elects new officers:

Donald Curran, director of advertising and promotion for ABC Radio owned and operated stations, New York (second from left) has been elected president of Broadcasters' Promotion Assn., succeeding **John Hurlbut,** promotion manager of WFBM-AM-TV Indianapolis (right). Shown with new president are **Clark Grant,** (left) promotion director, WOOD-AM-TV Grand Rapids, Mich., elected second vp, and outgoing second vp **Harvey M. Clarke,** CKEY Toronto. **James Bowermaster,** promotion director, WMT Cedar Rapids, Iowa, was eletced first vp. Three-year directors elected: **Daniel Bellus,** Transcontinent Tv. Corp., New York; **Judd Choler,** KMOX-TV St. Louis; **H. Taylor Vaden,** WJZ-TV Baltimore; and **Jean Riopel,** CFCN Quebec City. Other directors: **Casey Cohlmis,** WFAA Dallas; **Jack Dorr,** WBNS-TV Columbus, Ohio.

Claire Hughes, general manager, KWKW Pasadena, Calif., resigns.

Ned Nichols, sales manager, WSAF Sarasota, Fla., named co-manager along with **Paul Kelly. Gerry Pike** joins station as program and production director.

Charles E. Wallace, chief engineer, WANE-TV Fort Wayne, to WISH-AM-FM-TV Indianapolis, both Indiana, in similar capacity.

Robert E. Fitzpatrick, for 30 years engineer with NBC, retires from staff of WMAQ Chicago, network owned station.

Paul Luecke, with WOWO Fort Wayne, Ind., in 1931, and more recently transmitter supervisor for Voice of America, rejoins station as technical operator. **Charles Billiard,** weather analyst, recalled to active duty as commander, 163d Weather Flight, Indiana Air National Guard.

Bernie Sandler, announcer, WGR-AM-FM-TV Buffalo, N. Y., named assistant program manager. **Albert M. Benz,** producer-director, named traffic manager, succeeding **Donald N. Finger,** who resumes duties as chief account of WGR-AM-FM-TV.

Joe Finan, air personality, KTLN Denver, named program manager. **Jack Diamond** named to succeed Mr. Finan and **Steve Risien** joins station as air personality.

Russ Baker, former program manager, KGO-TV San Francisco, returns to station as operations director, newly-created post.

James M. Washburne, jazz pianist who has been air personality on KDEO San Diego, Calif., and production manager of WKBW Buffalo, N. Y., and WEAM Arlington, Va., appointed program director of KRLA Pasadena, Calif.

Russell Smith, director of advertising and pr, KHJ-AM-FM, Los Angeles, joins KFI, that city, in similar capacity.

Bradshaw elected

Joseph D. Bradshaw, vp and general manager, WRFD Columbus-Worthington, Ohio, elected president of Ohio Assn. of Broadcasters at fall convention held Nov. 2-3 in Columbus. He succeeds **Gene Trace,** WBBW Youngstown, who becomes member of board. **James Hanrahan,** vp and general manager, WEWS (TV) Cleveland, elected first vice president, and **Lawrence H. Rogers II,** vp, Taft Broadcasting Co., Cincinnati, elected second vice president. **Carlton S. Dargusch** was reelected secretary-treasurer and **Collis Young,** WCOL Columbus, re-elected to board. **Howard A. Donahoe,** WILE Cambridge, was newly elected to board.

Albert W. Sturges, director, writer and producer, KGO-TV San Francisco, joins KATU-TV Portland, Ore., as program manager.

John B. Meyer, formerly with Bruce Hayward Assoc., St. Louis pr firm, joins WEW, that city, as program director succeeding **Charles Hale,** who transfers to WLOD Pompano Beach, Fla., in similar capacity. Both stations are owned by Franklin Broadcasting Co.

George Wilson, Doug Randall, Bobby Dee and **Lee Simms** named executive operations manager, program director, production director and public service director, respectively, WTMA Charleston, S. C.

Richard P. Moran Jr., time salesman and account executive, CBS Films, joins WHEN-TV Syracuse, in similar capacity.

Leonard C. Warager, account executive at WABC-TV New York, joins tv sales staff of The Katz Agency, that city.

Mr. Higgins

Joseph M. Higgins, vp and general manager, WTHI-AM-FM-TV Terre Haute, named vp and general manager, WIBC-TV Indianapolis, both Indiana. He began his radio career as account executive with WIBC in 1944 and earlier served in advertising departments of *Dayton Daily News,* Frigidaire division of General Motors and Airtemp division of Chrysler Corp. Mr. Higgins twice was director of National Assn. of Broadcasters and presently is vice chairman of 1962 National Convention of NAB, to be held in Chicago in April.

John C. Sellers, formerly with KOAT-TV Albuquerque, N. M., joins KIRO-TV Seattle as account executive.

Lon Boutin, account executive, KDAY Santa Monica, joins KWKW Pasadena, both California, in similar capacity.

Bill King, former account executive, KENI and KBYR, both Anchorage, Alaska, to KCPX Salt Lake City, in similar capacity. **Jan Rich** appointed KCPX record librarian.

Alvin D. Ostrin, media supervisor, Foote, Cone & Belding, Los Angeles, joins KGIL San Fernando, Calif., as account executive.

Richard Schlichting, formerly with WLWI (TV) Indianapolis, to KMOX-TV St. Louis as producer-director.

William F. Abbott, account executive, George P. Hollingbery Co., New York, appointed sales manager of radio division in New York office.

Veteran retires

Mr. Schilling

John T. Schilling, veteran broadcaster and vp Metromedia Inc., announced his retirement last week, but plans to continue on consulting basis for MMI's Kansas City properties, KMBC-AM-TV. Mr. Schilling first became associated with radio in 1922 when named general manager and chief engineer of WHB Kansas City, and remained with station until its sale to Todd Storz interests in 1954. WHB Broadcasting Co. was then changed to KMBC Broadcasting Co. with the purchase of KMBC-AM-TV and KFRM Concordia, Kan., of which Mr. Schilling became vp and general manager.

F. Robert Fenton, account executive, WMGM New York, appointed assistant sales director.

Frances I. Pierce, promotion director, KIRO-TV Seattle, resigns. **Phil Brady,** who formerly had own film production company and also served with United States Information Agency in Washington, joins local sales staff of KIRO-TV.

Kenneth Johnson named sales service coordinator for WLS Chicago.

Tom Dutton, air personality, WHMS Charleston, W. Va., appointed production director. **Calvin Dailey, Chuck Kollias** and **Sandy Dutton** join station as music director, salesman and continuity director, respectively.

Bill Thompson, director of pr and sales promotion, KGBS Los Angeles, assumes additional duties as station's director of community affairs.

Hugh Scott and **Margaret Doumany** join promotion department of KWTV (TV) Oklahoma City.

Terrence S. Ford, former promotion director, WHK Cleveland, joins WJW-TV, that city, as assistant promotion director.

Vicki Pigeon, assistant program director and women's editor for American Forces Network, joins WCKY Cincinnati, as pr and promotion director.

Bailey W. Hobgood Jr., former continuity director, WFMY-TV Greensboro, N. C., returns to station as promotion manager. Recently Mr. Hobgood served as general manager, WMIT-

Important message?
Sure is to stations that play record music.

And stations all over the country are getting the message: "If you need help in securing exactly the right records and albums for your music programming—you can get it from RSI."

RSI makes your record dollar more productive. Does it with any of *eight* different program services. The price is right, too. That's why we have over 850 satisfied station subscribers—and the list grows with almost every mail.

If you have any special record problems, call or write to find out how RSI can help you, too. No obligation, of course.

RSI

RECORD SOURCE, INC.
333 EAST 46TH STREET, NEW YORK 17, N. Y.
YUKON 6-0155
P.O. BOX 4098, NORTH HOLLYWOOD, CAL.

MONEY TALKS
—but what does it say?

If you eavesdrop in the businesspaper field, you'll find the circulation dollars saying to the publisher: the man who sent me in *wants* your publication.

For parting with money in exchange for a businesspaper is more than just sweet sorrow—it's proof that the one who parts sets a definite, ascertainable value on the publication.

And, carried to the next logical step, it's an affirmation to the advertiser that the readers are meeting him at least half way.

A lot of very good businesspapers believe this is an important consideration. In fact, by having their circulations audited by the ABC, they voluntarily lay their books open to the scrutiny of interested outsiders and, in a very real sense, invite—and obtain—customer supervision of one of the most vital phases of their businesses.

If you could hold a quiet conversation with your advertising dollars, we think you'd hear a good many of them saying they'd feel a lot safer about the mission you're sending them on if they carried this kind of insurance.

The Associated Business Publications ABP
Audited Paid Circulation ABC

The plus value of paid circulation is "wantedness"

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

BROADCASTING is the only publication in its field qualifying for ABC and ABP membership.

FM Clingman's Peak and was part owner and operations manager, WYFM Charlotte, both North Carolina.

Sylvia Allen, formerly of WPBC Minneapolis, joins KUXL Golden Valley, Minn., as promotion director. **Jack Hyatt,** KTTV (TV) Los Angeles; **John Sewall,** KDWB Minneapolis-St. Paul; and **Mort Garren,** WMIN Minneapolis-St. Paul, join announcing and news staff of KUXL.

Wynn Moore, former news director, WNOR Norfolk, Va., and **Tony de Haro,** formerly with KBOX Dallas, join WSAI Cincinnati news staff.

Hal Henning, radio correspondent for WEOK Poughkeepsie, N. Y., named news director.

Merrill M. Ash, former night news editor of KOMO Seattle, returns as news director.

Fred Lewis, director of news and public affairs, WOKY Milwaukee, to KSON San Diego, as news director.

Don Lewis, formerly with WMEX Boston, to WOKW Brockton, both Massachusetts, as newsman and air personality.

Tom Edwards appointed news director, WNAX Yankton, S. D., succeeding **Whitey Larson,** retired.

Allen Smith named news director, KMBC Kansas City, Mo. **Al Zimmerman,** sales manager, KQEO Albuquerque, N. M., to KMBC as account executive.

John A. Parker, sports editor, KOGO-TV San Diego, assumes additional duties of news editor, KOGO.

MCPA appointees

Phil Davis, president, Phil Davis Musical Enterprises, elected president, Musical Commercial Producers Assn., New York. Other officers elected: **Morris Momorsky,** first vp; **Hank Sylvern,** president, Signature Music Inc., second vp; **Victor Sack,** business manager, Scott-Textor Productions, secretary; and **Gene Forrell,** president, Forrell, Thomas & Polack Assoc., treasurer. Elected to board: **Chuck Goldstein,** president, Chuck Goldstein Productions; **Curt Biever,** president, Biever & Stein Productions; **Tony Faillace,** president, Faillace Productions; **Jerry Jerome,** vp, Jerry Jerome Productions; **Howard Plummer,** president, Hap Music Inc., and **Will Lorin,** president, Will Lorin Productions.

War Dept. reunion

Radio, press and motion picture people who served in War Department Bureau of Public Relations in Washington during World War II, are invited to the 20th annual reunion party in New York on Dec. 7. Organized by Ed Kirby, USO director of public relations, 237 E. 52nd St., New York, and others. Interested parties may contact Mr. Kirby.

Jack Puter, spot sales manager, Ziv-UA, and **Howard Beasley,** chief announcer, KXLY-TV Spokane, join KOA-TV Denver.

Larry Martel, formerly with WENY Elmira, N. Y., to announcing staff of KPHO Phoenix.

Arthur N. Goodyear joins WIBC Indianapolis as announcer.

Bob Kelley resigns as play-by-play announcer for Los Angeles Angels baseball team on KMPC Los Angeles, but will continue to announce L. A. Rams football games and other sports events on station.

Ethel Grey, formerly with WSBA York, Pa., and WIOU Kokomo, Ind., appointed supervisor of women's affairs, WJRL Rockford, Ill.

Bill (Sheriff) Davis joins WCMS Norfolk, as host of country music show.

Gary Palant, formerly with KDAY Santa Monica, Calif., joins WBBQ Augusta, Ga., as morning personality.

Jerry Gillies, formerly of WPAM Pottsville, Pa., to WBCB Levittown-Fairless Hills, Pa., as air personality.

Clare Brown, Mel Aldridge and **Hank Meinhardt** join WQTE Monroe, Mich., as air personalities. **William Bonds** named morning news and sports editor, succeeding **Frank Imburg,** resigned. **Irv Laing** appointed operations manager in addition to being chief engineer.

PROGRAMMING

Peter Keane, technical director, Screen Gems Inc., New York, elected chairman of New York section of Society of Motion Picture & Television Engineers.

Robert Kraus, formerly with Sterling Films, New York, joins Banner Films, that city, as eastern division manager.

William Egan, CBS production supervisor, joins Goodson-Todman Productions, New York, as production manager of company's network tv game and panel shows.

Bernard Barron appointed general

manager, Producers Studio, Los Angeles. He was studio manager and executive in charge of production for American International, that city.

Ellen M. Johansen, executive assistant to publisher of *Printers' Ink,* to Storer Programs Inc., New York, as sales promotion and publicity manager.

Don Garrett, creative staff member of *Candid Camera,* joins Screen Gems Inc., New York, as director of publicity.

Warren G. Harris, trade press rep and news copy editor, Paramount Pictures, Hollywood, named to newly-created post of creative service manager.

Walt Usher, formerly with Rogers & Cowan, Beverly Hills pr firm, to Freberg Ltd., Hollywood, as pr director.

Bob Mayberry, producer, Leo Burnett Adv., Chicago, joins Wilding Inc., that city, producer of industrial motion pictures, as production manager of tv division. **Carl Nelson** and **Ralph Davis** named producer-director and editorial supervisor, respectively.

Robert Evans, formerly of Tv Graphics, New York, joins Gerald Productions, that city, as account executive for tv commercial production.

David B. Williams, formerly with Donall & Harman Inc., New York, joins National Telefilm Assoc., that city, as director of press information.

EQUIPMENT & ENGINEERING

Mr. McPhee

Joseph McPhee named executive vp, Telechrome Manufacturing Corp., producers of electronic equipment for broadcasting and defense communications, Amityville, Long Island, N. Y. **Jack Horowitz** and **B. Trimboli** named vps of manufacturing and purchasing, respectively.

Stanley E. Miller appointed manager of Fullerton, Calif., picture tube plant of Sylvania Electric Products Inc., succeeding **Marion F. Chetty,** who has been named manager of foreign manufacturing operations for Sylvania's international division. Mr. Miller had been general foreman of Sylvania's Ottawa, Ohio, plant.

John P. Campbell named eastern regional division manager of H & B Communications Corp., wholly owned subsidiary of H & B American Corp., Beverly Hills, Calif. Mr. Campbell will oversee operations of H & B's catv systems in Alabama, Canada, Iowa, Maine and New Jersey.

Dr. Harry L. Van Velzer, electronics consultant with General Electric Co., Schenectady, N. Y., since 1925 and recently with company's microwave laboratory and traveling-wave tube product section at Palo Alto, Calif., announced his retirement last week.

Ralph W. Wight, general manager of Westrex Recording Equipment Div., Litton Systems, promoted to vp.

ALLIED FIELDS

Luther A. Huston, for 22 years on staff of *New York Times* in Washington, and from 1957-60 director of public information for Justice Department, appointed assistant to director of American Bar Assn., Washington, succeeding **Lowell R. Beck,** who was called to active duty in U. S. Army. Mr. Huston is member of National Press Club and former chairman of board of governors.

Joseph W. Bailey, former vp and production executive at Ziv-UA, has opened law office at 200 W. 57th St., New York. He will specialize in representation and consultation in radio, tv, motion pictures and theatre.

INTERNATIONAL

Bob Lapthorne, who has handled sales and service in Australia, New Zealand and Philippines since 1960 for Freemantle International Inc., New York, named far eastern sales manager. His territory has been increased to include Japan, Hong Kong, Thailand, Singapore and Okinawa.

Hal Cooke, formerly of CKEY Toronto, named general manager, CKSL London, both Ont.

Manny Brown, timebuyer, Baker Adv., Toronto, to head timebuyer, MacLaren Adv., that city.

DEATHS

Louis P. Cashman, 74, editor and publisher, *Vicksburg Evening Post* and president, Delta Broadcasting Co. (WQBC Vicksburg, Miss.), died Oct. 5. Mr. Cashman had served as president of Mississippi Press Assn., and as director of Southern Newspaper Publishers Assn.

Burr Whyland, 62, engineer at WLS Chicago for 36 years, died Nov. 5 in Wesley Memorial Hospital. He had suffered heart attack while on duty at WLS Oct. 7. Mr. Whyland was one of founding members of Local 1220, Radio Broadcast Engineers and Technicians, IBEW.

Marvin H. Collins, 84, father of LeRoy Collins, president of National Assn. of Broadcasters, died Nov. 5 of heart ailment in Tallahassee (Fla.) Memorial Hospital.

William J. Herman, 37, associate editor, CBS-TV's *U. S. Steel Hour,* died Nov. 7 at New York Hospital.

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Radio financial data for 1960

From FCC compilations released last week. See page 31 for story.

HOW THE NATIONAL AM RADIO NETWORKS & STATIONS FARED

COMPARATIVE FINANCIAL DATA OF 4 NATIONWIDE AM RADIO NETWORKS AND 3,470 AM STATIONS 1959-1960
($ Thousands)

Item	4 Nationwide Networks	19 Owned and Operated Stations	3451 Stations	Amount 1960 Total 4 Nationwide Networks and 3,470 Stations	Percent of Increase (Decrease)
A. Revenues from the sale of time:					
1. Network time sales:					
a. Sale of network time to advertisers	$31,917	....	....	....	....
Total network time sales	31,917	....	....	....	....
2. Deductions from network's revenue from sale of time to advertiser:					
a. Paid to owned and operated stations	656	....	....	....	....
b. Paid to affiliated stations	4,336	....	....	....	....
Total participation by others (excluding commisions) in revenue from sale of network time	4,992	....	....	....	....
3. Total retentions from sale of network time	26,925	$ 656	$ 7,445	$ 35,026	(1.7)
4. Non-network time sales					
a. National and regional advertisers	....	23,790	178,312	202,102	7.4
b. Local advertisers	....	10,749	374,597	385,346	7.3
Total non-network time sales	....	34,539	552,909	587,448	7.3
5. Total time sales	26,925	35,195	560,354	622,474	6.8
6. Deduct—Commissions to agencies, representatives, etc.	4,817	6,815	55,255	66,887	6.4
7. Net time sales	22,108	28,380	505,099	555,587	6.8
B. Revenues from incidental broadcast activities:					
a. Talent	8,190	2,438	12,203	22,831	2.5
b. Sundry broadcast revenues	1,250	620	11,575	13,445	0.3
Total incidental broadcast activities	9,440	3,058	23,778	36,276	1.7
Total broadcast revenue	31,548	31,438	528,877	591,863	6.5
C. Total broadcast expenses	38,443	27,561	477,553	543,557	6.2
D. Broadcast income (before federal income tax)	($ 6,895)	$ 3,877	$ 51,324	$ 48,306	9.8

NOTE: Data for 1959 cover the operations of 4 nationwide networks and their 19 owned and operated stations. 1960 data for owned and operated stations reflect the sale of one station by one network and the acquisition of one station by another network. ( ) Denotes loss

REPORT ON EXPENSE & REVENUE IN METRO AREAS & OTHER COMMUNITIES

1960: SELECTED REVENUE ITEMS AND BROADCAST REVENUES, EXPENSES AND INCOME[1] OF 3,470 RADIO[2] STATIONS

Item	No. of stations in opera-tion	No. reporting $25,000 or more time sales[3]	Time Sales:			Total stations reporting[5]	Total broadcast revenues	Total broadcast expenses	Total broadcast income[1]
			Networks	National and regional advertisers and sponsors[4]	Local advertisers and sponsors[4]				
GRAND TOTAL****	3510	3300	$8,101,205	$202,101,805	$385,345,652	3470	$560,315,348	$505,114,371	$55,200,977
STANDARD METROPOLITAN AREAS:									
Abilene, Tex.	4	4	2,996	61,701	432,950	4	509,259	487,950	21,309
Akron, Ohio	4	4	26,376	538,076	1,518,630	4	1,893,863	1,376,957	516,906
Albany, Ga.	3	3		63,024	221,676	3	278,254	274,953	3,301
Albany-Schenectady-Troy, N. Y.	9	8	58,807	1,396,142	1,349,863	9	2,450,764	2,561,193	110,429—
Albuquerque, N. M.	9	9	15,763	302,379	1,119,842	9	1,314,095	1,298,340	15,755
Allentown-Bethlehem-Easton, Pa.-N.J.	8	8	8,418	325,284	1,228,359	8	1,523,429	1,364,339	159,090
Altoona, Pa.	5	5	4,857	102,199	440,870	5	542,057	643,774	101,717—
Amarillo, Tex.	6	6	15,296	214,833	738,847	6	899,671	976,739	77,068—
Ann Arbor, Mich.	3	3	398	64,602	302,705	3	362,791	443,227	80,436—
Asheville, N.C.	4	4	2,302	105,309	370,398	4	482,674	550,513	67,839—
Atlanta, Ga.	18	17	91,739	1,873,491	2,939,166	18	4,470,376	3,923,181	547,195
Atlantic City, N.J.	4	4	3,544	142,428	357,276	4	500,186	439,943	60,243
Augusta, Ga.-S.C.	8#	7	8,104	152,993	662,262	8	819,073	856,162	37,089—
Austin, Tex.	5	5	2,148	263,327	615,890	5	814,346	853,416	39,070—
Bakersfield, Cal.	13	12	32,660	280,104	702,055	13	977,609	1,211,510	233,901—
Baltimore, Md.	15	15	173,916	2,308,365	3,911,039	15	5,669,599	4,796,610	872,989
Baton Rouge, La.	6	6	10,455	171,735	908,922	6	1,027,527	994,504	33,023
Bay City, Mich.	2	2	**	**	**	2	**	**	**
Beaumont-Port Arthur, Tex.	8	8	3,325	284,171	772,744	8	1,009,427	1,011,611	2,184—
Billings, Mont.	5	5	30,189	110,847	379,265	5	513,154	624,980	111,826—
Binghamton, N.Y.	4	4	17,993	204,034	522,003	4	752,222	812,230	60,008—
Birmingham, Ala.	12#	11	22,328	859,598	1,419,731	12	2,261,206	2,362,918	101,712—
Boston, Mass.	17	17	102,931	5,214,804	4,962,077	17	9,479,931	7,724,284	1,755,647
Bridgeport, Conn.	2	2	**	**	**	2	**	**	**
Brockton, Mass.	1	1	**	**	**	1	**	**	**

Item	No. of stations in operation	No. reporting $25,000 or more time sales[3]	Networks	Time Sales: National and regional advertisers and sponsors[4]	Local advertisers and sponsors[4]	Total stations reporting[5]	Total broadcast revenues[6]	Total broadcast expenses	Total broadcast income[1]
Brownsville-Harlingen-San Benito, Tex.	2	2	**	**	**	2	**	**	**
Buffalo, N.Y.	11	10	54,795	2,505,245	2,436,246	11	4,408,651	4,173,414	235,237
Canton, Ohio	5	5	39,528	435,849	559,353	5	1,031,411	914,725	116,686
Cedar Rapids, Iowa	3	3	3,053	874,411	509,406	3	1,380,609	1,193,756	186,853
Champaign-Urbana, Ill.	2	2	**	**	**	2	**	**	**
Charleston, S.C.	6#	5	12,148	176,470	491,475	6	667,912	657,121	10,791
Charleston, W.Va.	6	6	27,856	227,084	731,778	6	956,422	959,599	3,177—
Charlotte, N.C.	7	7	9,367	852,711	839,599	7	1,558,900	1,662,181	103,281—
Chattanooga, Tenn.-Ga.	8	8	12,087	220,592	1,143,815	8	1,323,402	1,279,703	43,699
Chicago, Ill.	26	24	149,451	12,374,150	11,359,660	25	23,506,394	16,135,377	7,371,017
Cincinnati, Ohio-Ky.	8	8	528,423	3,081,333	2,338,492	8	5,294,661	4,062,717	1,231,944
Cleveland, Ohio	9	9	141,023	3,437,987	3,475,957	9	6,750,526	5,695,842	1,054,684
Colorado Springs, Colo.	6	6	50,883	23,516	536,429	6	609,982	741,536	131,554—
Columbia, S.C.	7	7	12,450	223,231	716,644	7	939,903	860,539	79,364
Columbus, Ga.	6	6	9,084	168,849	564,858	6	748,854	737,415	11,439
Columbus, Ohio	6	6	9,914	1,649,471	1,848,852	6	3,246,782	2,771,458	475,324
Corpus Christi, Tex.	6	6	14,037	493,813	531,315	6	945,809	782,022	163,787
Dallas, Tex.	12#	12	46,941	1,871,500	3,046,679	12	4,355,397	4,166,690	188,707
Davenport-Rock Island-Moline	5	5	14,754	379,007	644,399	5	958,139	1,127,950	169,811—
Dayton, Ohio	5	5		941,914	1,771,143	5	2,575,318	1,963,082	612,236
Decatur, Ill.	2	2	**	**	**	2	**	**	**
Denver, Colo.	18	17	171,906	1,322,334	2,889,244	17	4,032,153	3,861,151	171,002
Des Moines, Iowa	6	6	80,193	1,493,004	1,002,798	6	2,290,866	2,375,859	84,993—
Detroit, Mich.	11	11	136,720	6,770,324	5,693,243	11	10,828,933	7,751,588	3,077,345
Dubuque, Iowa	2	2	**	**	**	2	**	**	**
Duluth-Superior, Minn.-Wis.	8	8	14,682	346,915	731,020	8	1,055,594	1,031,477	24,117
Durham, N.C.	4	4	3,128	144,320	379,744	4	519,362	504,877	14,485
El Paso, Tex.	7	6	4,590	216,021	865,146	7	1,032,523	1,133,360	100,837—
Erie, Pa.	5	5	5,489	220,116	513,307	5	688,356	729,548	41,192—
Eugene, Ore.	6	6	8,705	191,592	515,779	6	767,363	752,737	14,626
Evansville, Ind.-Ky.	5	5	9,183	217,822	568,577	5	781,888	757,431	24,457
Fall River, Mass.-R.I.	2	2	**	**	**	2	**	**	**
Fargo-Moorehead, N.Dak.-Minn.	4	4	12,249	313,446	487,368	4	784,415	725,583	58,832
Fitchburg-Leominster, Mass.	2	2	**	**	**	2	**	**	**
Flint, Mich.	6	6	19,322	335,472	955,674	6	1,224,627	1,228,991	4,364—
Ft. Lauderdale-Hollywood, Fla.	5	5		103,582	648,282	5	736,638	767,919	31,281—
Fort Smith, Ark.	4	4	6,346	62,060	327,951	4	386,708	379,355	7,353
Fort Wayne, Ind.	4	4	19,425	563,864	1,026,518	4	1,602,243	1,235,080	367,163
Fort Worth, Tex.	7	7	36,394	843,261	1,605,388	7	2,237,861	2,203,894	33,967
Fresno, Cal.	9	8	26,189	724,629	1,145,007	9	1,711,873	1,697,710	14,163
Gadsden, Ala.	3	3	910	32,719	265,600	3	299,716	288,385	11,331
Galveston-Texas City, Tex.	3	3		76,842	237,897	3	304,197	285,045	19,152
Gary-Hammond-E. Chicago, Ind.	3	3		70,925	627,080	3	771,792	706,748	65,044
Grand Rapids, Mich.	6	6	11,790	632,780	1,064,224	6	1,557,208	1,461,366	95,842
Great Falls, Mont.	4	4	46,624	73,771	384,591	4	571,728	542,820	28,908
Green Bay, Wis.	3	3	8,623	212,292	484,677	3	677,911	552,433	125,478
Greensboro-High Point, N.C.	7	7	3,901	185,590	786,470	7	974,501	963,860	10,641
Greenville, S.C.	8	7	18,299	214,548	693,017	8	956,579	832,550	124,029
Hamilton-Middleton, Ohio	2	2	**	**	**	2	**	**	**
Harrisburg, Pa.	5	5	14,331	372,542	586,185	5	911,001	749,873	161,128
Hartford, Conn.	5	5	26,868	1,986,447	730,800	5	2,303,965	1,901,719	402,246
Honolulu, Hawaii	12#	11	68,880	615,131	1,683,059	12	2,218,599	2,395,984	177,385—
Houston, Tex.	11	11	122,246	1,947,639	2,956,514	11	4,398,939	3,595,691	803,248
Huntington-Ashland, W.Va.-Ky.-O.	6	6	7,032	213,570	622,751	6	829,530	740,234	89,296
Huntsville, Ala.	4	4	8,636	56,742	307,157	4	363,646	328,842	34,804
Indianapolis, Ind.	6	6	15,693	1,576,674	2,286,215	6	3,494,419	2,801,386	693,033
Jackson, Mich.	2	2	**	**	**	2	**	**	**
Jackson, Miss.	6	6	8,091	228,785	703,725	6	914,756	761,764	152,992
Jacksonville, Fla.	11	10	23,866	811,209	1,095,794	10	1,747,284	1,641,223	106,061
Johnstown, Pa.	5	5	5,614	150,703	446,602	5	584,443	563,120	21,323
Kalamazoo, Mich.	4#	3	840	307,187	567,386	4	861,693	804,217	57,476
Kansas City, Mo.-Kan.	9	9	55,792	2,090,350	2,488,333	9	3,948,713	3,384,048	564,665
Kenosha, Wis.	1	1	**	**	**	1	**	**	**
Knoxville, Tenn.	12#	9	18,439	413,302	1,011,674	12	1,471,898	1,466,568	5,330
Lake Charles, La.	4	4	1,020	104,413	336,116	4	428,292	432,576	4,284—
Lancaster, Pa.	5	5	4,864	276,540	433,000	5	688,402	587,144	101,258
Lansing, Mich.	4	4	3,157	211,820	797,864	4	1,028,535	710,560	317,975
Laredo, Tex.	1	1	**	**	**	1	**	**	**
Las Vegas, Nev.	7	6	5,250	151,055	493,389	7	630,015	718,486	88,471—
Lawrence-Haverhill, Mass.-N.H.	2	2	**	**	**	2	**	**	**
Lawton, Okla.	2	2	**	**	**	2	**	**	**
Lewiston-Auburn, Me.	2	2	**	**	**	2	**	**	**
Lexington, Ky.	3	3	5,286	157,448	557,684	3	718,895	700,129	18,766
Lima, Ohio	1	1	**	**	**	1	**	**	**
Lincoln, Neb.	3	3		107,279	582,048	3	689,791	644,044	45,747
Little Rock-N. Little Rock, Ark.	8	8	58,479	476,314	630,503	8	*1,047,648	1,162,010	114,362—
Lorain-Elyria, Ohio	2	2	**	**	**	2	**	**	**
Los Angeles-Long Beach, Calif.	30#	29	293,794	9,241,312	13,229,931	30	19,661,145	16,506,214	3,154,931
Louisville, Ky.-Ind.	9	9	26,039	1,537,961	1,581,048	9	2,807,444	2,902,309	94,865—
Lowell, Mass.	2	2	**	**	**	2	**	**	**

Item	No. of stations in operation	No. reporting $25,000 or more time sales[3]	Time Sales:			Total stations reporting[5]	Total broadcast revenues[6]	Total broadcast expenses	Total broadcast income[1]
			Networks	National and regional advertisers and sponsors[4]	Local advertisers and sponsors[4]				
Lubbock, Tex.	6	6	13,061	99,303	830,936	6	931,629	799,397	132,232
Lynchburg, Va.	3	3	871	54,458	258,699	3	333,632	304,149	29,483
Macon, Ga.	7	6	2,920	226,213	520,906	6	706,518	696,022	10,496
Madison, Wis.	3	3	12,996	356,122	681,333	3	1,041,867	1,013,229	28,638
Manchester, N.H.	3	3	17,039	115,907	514,562	3	665,649	654,339	11,310
Memphis, Tenn.	10	10	45,057	1,217,779	1,666,334	10	2,722,176	2,397,564	324,612
Meriden, Conn.	1	1	**	**	**	1	**	**	**
Miami, Fla.	13	13	48,020	1,817,432	2,991,930	13	4,274,040	3,702,312	571,728
Midland, Tex.	3	3	8,638	69,128	279,877	3	349,492	348,267	1,225
Milwaukee, Wis.	8	8	67,801	1,659,062	3,266,405	8	4,778,557	3,890,866	887,691
Minneapolis-St. Paul, Minn.	12	12	35,376	2,491,049	3,537,399	12	5,510,523	4,849,887	660,636
Mobile, Ala.	7	7	6,965	242,878	680,885	7	887,171	981,148	93,977—
Monroe, La.	4	4	3,080	76,786	280,739	4	357,920	350,147	7,773
Montgomery, Ala.	6	6	8,195	301,165	496,381	6	813,141	708,975	104,166
Muncie, Ind.	1	1	**	**	**	1	**	**	**
Muskegon-Muskegon Heights, Mich.	4	4	1,534	133,626	395,186	4	515,253	468,604	46,649
Nashville, Tenn.	8	8	52,931	947,313	1,692,557	8	2,347,596	2,501,344	153,748—
New Bedford, Mass.	2	2	**	**	**	2	**	**	**
New Britain, Conn.	2	2	**	**	**	2	**	**	**
New Haven, Conn.	4#	4	1,205	531,476	839,234	4	1,197,810	1,192,668	5,142
New London-Groton-Norwich, Conn.	3	3	9,131	146,517	337,338	3	469,246	437,283	31,963
New Orleans, La.	10	10	36,480	1,256,081	1,593,224	10	2,530,963	2,445,298	85,665
New York, N.Y.	30	30	530,182	26,612,905	11,826,345	30	34,377,781	26,924,734	7,453,047
Newark, N.J.	5	5		720,753	1,603,380	5	2,071,566	1,690,217	381,349
Newport News-Hampton, Va.	3	2	**	**	**	3	***	***	***
Norfolk-Portsmouth, Va.	7	7	7,606	582,309	1,338,109	7	1,826,750	1,553,351	273,399
Norwalk, Conn.	2	2	**	**	**	2	**	**	**
Odessa, Tex.	4	4	759	46,188	451,439	4	470,920	442,664	28,256
Ogden, Utah	3	3	63,89/	1,899	344,015	3	396,277	362,279	33,998
Oklahoma City, Okla.	8	8	2,611	798,149	1,462,957	8	2,020,262	1,702,415	317,847
Omaha, Neb.-Iowa	7	7	33,606	1,011,525	1,647,281	7	2,338,784	2,145,108	193,676
Orlando, Fla.	9	8	5,474	231,809	1,069,439	8	1,226,266	1,217,023	9,243
Paterson-Clifton-Passaic, N.J.	1	1	**	**	**	1	**	**	**
Pensacola, Fla.	8	8	5,882	84,827	660,321	8	737,685	719,541	18,144
Peoria, Ill.	5	5	6,352	413,704	849,143	5	1,182,523	1,331,182	148,659—
Philadelphia, Pa.-N.J.	21#	20	53,219	6,923,580	6,447,560	21	11,954,762	11,050,511	904,251
Phoenix, Ariz.	16#	15	192,007	712,887	1,900,985	16	2,651,632	2,713,218	61,586—
Pittsburgh, Pa.	20	20	82,708	3,037,523	3,780,294	20	6,606,816	5,419,262	1,187,554
Pittsfield, Mass.	2	2	**	**	**	2	**	**	**
Portland, Me.	5	5	28,297	271,349	516,619	5	801,712	824,877	23,165—
Portland, Ore.-Wash.	16	15	117,708	1,598,354	1,998,185	15	3,439,815	3,086,112	353,703
Providence-Pawtucket, R.I.-Mass.	12	12	40,917	1,323,933	1,465,660	12	2,506,105	2,529,161	23,056—
Provo-Orem, Utah	4#	3	23,955	15,810	200,458	4	279,908	275,982	3,926
Pueblo, Colo.	6	6	8,881	81,044	370,480	6	482,434	467,300	15,134
Racine, Wis.	2	2	**	**	**	2	**	**	**
Raleigh, N. C.	5	5	50,477	572,855	445,949	5	992,522	893,392	99,130
Reading, Pa.	3	3	10,245	160,299	583,185	3	705,616	552,542	153,074
Reno, Nev.	6#	4	10,353	78,088	252,810	5	337,314	377,089	39,775—
Richmond, Va.	8	8	51,471	874,938	1,182,457	8	2,023,649	1,707,076	316,573
Roanoke, Va.	6	6	12,665	190,668	597,387	6	778,698	779,553	855—
Rochester, N.Y.	6	6	27,961	1,285,876	984,010	6	1,974,045	2,109,214	135,169—
Rockford, Ill.	4#	4	2,463	231,350	585,299	4	781,282	782,217	935—
Sacramento, Calif.	6	6	17,028	1,122,124	1,377,931	6	2,184,420	2,230,160	45,740—
Saginaw, Mich.	3	3	13,802	165,197	451,205	3	593,393	520,124	73,269
St. Joseph, Mo.	3	3	2,530	155,048	360,403	3	472,034	449,050	22,984
St. Louis, Mo.-Ill.	14	14	51,658	3,744,028	4,243,451	14	7,039,432	6,565,475	473,957
Salt Lake City, Utah	10#	10	109,657	432,178	1,416,443	10	1,977,294	2,066,453	89,159—
San Angelo, Tex.	4	3	2,339	30,559	255,354	3	278,583	261,413	17,170
San Antonio, Tex.	10#	10	82,677	1,213,095	1,626,430	10	2,764,838	2,809,040	44,202—
San Bernardino-Riverside-Ontario, Calif.	21#	19	23,061	485,568	1,382,389	21	1,805,489	2,062,958	257,469—
San Diego, Calif.	9	8	43,585	1,188,360	1,401,435	9	2,356,474	2,567,681	211,207—
San Francisco-Oakland, Calif.	18	18	107,707	5,113,143	5,679,072	18	9,567,889	9,909,027	341,138—
San Jose, Calif.	6	6		198,101	989,103	6	1,242,077	1,231,327	10,750
Santa Barbara, Calif.	6	6	8,099	107,917	682,631	6	773,680	746,084	27,596
Savannah, Ga.	6	6	10,407	195,955	504,464	6	685,081	702,120	17,039—
Scranton, Pa.	6	6	8,611	303,866	749,729	6	991,402	856,581	134,821
Seattle, Wash.	18	17	47,351	1,741,714	2,854,107	18	4,091,251	4,163,677	72,426—
Shreveport, La.	9	9	37,833	686,132	726,749	9	1,257,494	1,299,672	42,178—
Sioux City, Iowa	3	3		116,968	332,486	3	429,614	374,807	54,807
Sioux Falls, S.D.	4	4	5,121	140,060	392,078	4	523,879	495,300	28,579
South Bend, Ind.	3	3	1,540	251,730	427,333	3	652,332	567,686	84,646
Spokane, Wash.	9	9	17,715	534,413	1,139,033	9	1,484,645	1,436,151	48,494
Springfield, Ill.	3	3	4,668	121,175	700,035	3	805,777	744,061	61,716
Springfield, Mo.	4	4	6,012	215,340	549,070	4	727,179	671,748	55,431
Springfield, Ohio	2	2	**	**	**	2	**	**	**
Springfield-Chicopee-Holyoke, Mass.	10	8	27,469	290,769	856,117	8	1,114,821	1,044,169	70,652
Stamford, Conn.	1	1	**	**	**	1	**	**	**

Item	No. of stations in operation	No. reporting $25,000 or more time sales[3]	Networks	Time Sales: National and regional advertisers and sponsors[4]	Local advertisers and sponsors[4]	Total stations reporting[5]	Total broadcast revenues[6]	Total broadcast expenses	Total broadcast income[1]
Steubenville-Weirton, Ohio-W.Va.	2	2	**	**	**	2	**	**	**
Stockton, Calif.	4	4	4,683	219,899	494,143	4	700,654	743,751	43,097—
Syracuse, N.Y.	9	9	28,772	984,011	1,353,801	9	2,041,537	1,738,332	303,205
Tacoma, Wash.	4	4	3,532	145,601	401,851	4	572,424	545,938	26,486
Tampa-St. Petersburg, Fla.	15#	14	13,443	926,760	1,985,850	15	2,724,723	2,422,934	301,789
Terre Haute, Ind.	3	3	1,394	91,193	316,059	3	396,223	402,176	5,953—
Texarkana, Tex.-Ark.	3	3	3,085	79,070	226,814	3	306,903	295,549	11,354
Toledo, Ohio	4	4	24,747	629,637	1,383,805	4	1,877,280	1,475,423	401,857
Topeka, Kan.	4	4	3,661	371,428	631,255	4	970,832	931,059	39,773
Trenton, N.J.	3	3	163	232,576	502,564	3	707,977	717,410	9,433—
Tucson, Ariz.	9	9	41,217	172,131	929,336	9	1,081,425	1,184,353	102,928—
Tulsa, Okla.	6	6	52,108	701,877	1,055,156	6	1,641,722	1,609,539	32,183
Tuscaloosa, Ala.	5	5	3,011	83,739	302,499	5	411,923	396,280	15,643
Tyler, Tex.	4	3	1,739	86,566	223,776	3	297,931	295,642	2,289
Utica-Rome, N.Y.	8	7	17,967	254,231	638,374	8	924,882	937,591	12,709—
Waco, Tex.	2	2	**	**	**	2	**	**	**
Washington, D.C.-Md.-Va.	17	17	53,727	3,420,143	5,007,237	17	7,883,947	6,979,758	904,189
Waterbury, Conn.	3	3	7,661	106,752	339,149	3	430,400	377,359	53,041
Waterloo, Iowa	3	3	3,985	109,012	420,166	3	518,837	494,844	23,993
W. Palm Beach, Fla.	9	6	4,091	91,225	645,568	8	737,148	755,568	18,420—
Wheeling, W.Va.-Ohio	5	5	4,943	558,056	681,702	5	1,167,686	1,008,361	159,325
Wichita, Kan.	6	6	6,802	533,881	1,114,956	6	1,504,940	1,455,025	49,915
Wichita Falls, Tex.	3	3	2,172	282,992	337,151	3	584,598	630,537	45,939—
Wilkes Barre-Hazleton, Pa.	6	6	16,637	185,853	581,835	6	787,227	803,032	15,805—
Wilmington, Del.-N.J.	4	4	12,617	235,645	866,488	4	1,086,557	864,609	221,948
Winston-Salem, N.C.	5#	4	7,476	145,250	710,332	5	906,774	849,176	57,598
Worcester, Mass.	4	4	46,424	508,963	658,140	4	1,072,448	1,168,441	95,993—
York, Pa.	4	4	8,738	201,587	552,003	4	716,228	572,981	143,247
Youngstown-Warren, Ohio	5	5	58,043	504,159	861,858	5	1,356,443	1,239,069	117,374
TOTAL	1362	1318	6,058,456	177,584,405	242,085,670	1350	391,639,320	348,647,980	42,991,340

NON-METRO. AREAS OF 3 OR MORE STATIONS

Item	No. of stations in operation	No. reporting $25,000 or more time sales[3]	Networks	Time Sales: National and regional advertisers and sponsors[4]	Local advertisers and sponsors[4]	Total stations reporting[5]	Total broadcast revenues[6]	Total broadcast expenses	Total broadcast income[1]
Anniston, Ala.	3	3	423	20,123	242,056	3	264,250	240,824	23,426
Decatur, Ala.	3	3	485	25,084	139,892	3	164,954	160,547	4,407
Dothan, Ala.	3	3	563	40,715	158,293	3	194,957	161,409	33,548
Selma, Ala.	3	3		15,918	117,238	3	130,334	126,673	3,661
Anchorage, Alaska	3	2	**	**	**	2	**	**	**
Flagstaff, Ariz.	3	3	28,186	42,558	153,652	3	214,733	228,455	13,722—
Prescott, Ariz.	3	2	**	**	**	3	***	***	***
Yuma, Ariz.	4	4	30,997	50,009	200,697	4	264,238	291,328	27,090—
Hot Springs, Ark.	3	3		35,023	143,398	3	173,724	183,015	9,291—
Pine Bluff, Ark.	4#	3	255	49,675	204,883	4	262,299	239,756	22,543
Eureka, Calif.	3	3	3,251	69,118	291,381	3	361,505	321,088	40,417
Modesto, Calif.	3	3	2,634	105,360	458,420	3	551,201	597,857	46,656—
Redding, Calif.	5	4	2,980	56,145	216,127	5	278,100	300,668	22,568—
San Luis Obispo, Calif.	3#	3	3,784	45,977	221,985	3	276,953	290,056	13,103—
Grand Junction, Colo.	3	3	6,876	70,335	316,176	3	385,940	373,633	12,307
Daytona Beach, Fla.	3	3	843	40,542	273,880	3	305,913	291,305	14,608
Gainesville, Fla.	3	3	22,336	30,512	269,900	3	326,593	308,674	17,919
Lakeland, Fla.	3	3	3,273	47,419	255,317	3	299,708	305,718	6,010—
Ocala, Fla.	3	3		23,743	216,306	3	236,188	234,202	1,986
Tallahassee, Fla.	4	3		32,098	234.154	3	268,860	286,789	17,929—
Athens, Ga.	3	3	1,000	41,062	281,306	3	357,689	334,284	23,405
Gainesville, Ga.	3	3	700	45.269	331.648	3	394,155	365,939	28,216
Griffin, Ga.	3#	2	**	**	**	3	*	*	*
Rome, Ga.	3	3	1,315	25,957	320,779	3	375,421	350,666	24,755
Valdosta, Ga.	4	3		57,865	168,337	4	242,355	261,463	19,108—
Hilo, Hawaii	3	2	**	**	**	3	**	**	**
Boise, Idaho	4	4	66,505	75,619	340,102	4	439,547	493,883	54,336—
Idaho Falls, Idaho	4#	3	15.455	54.388	219,135	3	279,659	265,222	14.437
Pocatello, Idaho	3	2	**	**	**	2	**	**	**
Twin Falls, Idaho	3	3	36,591	27,850	243.554	3	292,305	298,534	6,229—
Mason City, Iowa	3	3	1,786	121,106	339.479	3	439,459	414,878	24,581
Bowling Green, Ky.	3	3	4,619	29,475	253,081	3	286,230	270,742	15,488
Paducah, Ky.	3	3	3,230	46,366	239,573	3	282,430	294,278	11,848—
Alexandria, La.	3	3	1,351	98,327	384.008	3	467,119	378,124	88,995
Lafayette, La.	3#	2	**	**	**	3	*	*	*
Bangor, Me.	3	3	62,931	100,285	277.540	3	420,677	370,553	50.124
Salisbury, Md.	3	3	78	110,705	225.417	3	327,156	313,833	13,323
Greenville, Miss.	3	3	805	33,992	205,493	3	233,878	208,858	25.020
Hattiesburg, Miss.	4	4	1,036	31,509	243,316	4	309,078	292,009	17,069
Laurel, Miss.	3	3	902	11,716	273,229	3	289,021	278.642	10.379
Meridian, Miss.	5	5	1,527	29,199	320,337	5	367,375	324,108	43,267
Joplin, Mo.	3	3	1,977	40,237	257.404	3	291,089	301.795	10,706—
Butte, Mont.	3	3	55,545	19,524	116,209	3	242,669	245,527	2,858—
Missoula, Mont.	4	4	16,875	27,727	291.926	4	343,195	360,214	17,019—
Farmington, N.M.	3	3		34,705	265,927	3	294,922	247,692	47,230
Roswell, N.M.	3	3	5,285	56,692	249,517	3	301,424	299,759	1.665
Elmira, N.Y.	3	3	7,662	53,693	299,665	3	358,168	321,164	37,004

Item	No. of stations in operation	No. reporting $25,000 or more time sales[3]	Networks	Time Sales: National and regional advertisers and sponsors[4]	Local advertisers and sponsors[4]	Total stations reporting[5]	Total broadcast revenues[6]	Total broadcast expenses	Total broadcast income[1]
Watertown, N.Y.	3	2	**	**	**	2	**	**	**
Fayetteville, N.C.	4	4	10,717	38,565	442,638	4	580,612	604,109	23,497—
Goldsboro, N.C.	3	3	7,593	24,658	261,688	3	297,806	270,749	27,057
Kinston, N.C.	3	3	9,396	55,318	194,456	3	259,490	241,782	17,708
Rocky Mount, N.C.	3	3	6,511	23,968	227,728	3	257,544	245,225	12,319
Wilmington, N.C.	3	3	1,797	90,400	239,103	3	334,249	348,798	14,549—
Wilson, N.C.	3#	2	**	**	**	3	*	*	*
Bismarck, N.D.	3	3	8,785	240,728	267,703	3	461,142	399,437	61,705
Minot, N.D.	3	3	1,404	78,128	282,827	3	340,261	314,921	25,340
Klamath Falls, Ore.	3	3	7,449	64,694	216,802	3	300,965	324,335	23,370—
Medford, Ore.	4	4	8,034	76,961	274,752	4	346,961	371,059	24,098—
Pendleton, Ore.	3	2	**	**	**	3	***	***	***
Roseburg, Ore.	3	3	2,291	23,704	185,651	3	207,448	219,470	12,022—
Salem, Ore.	3	3	5,503	59,256	267,592	3	369,311	367,548	1,763
Williamsport, Pa.	3	3	5,828	68,123	230,978	3	306,531	300,881	5,650
Florence, S.C.	3	3	1,864	50,833	214,681	3	259,524	239,887	19,637
Orangeburg, S.C.	3	2	**	**	**	3	***	***	***
Spartanburg, S.C.	3	3	6,911	107,233	349,378	3	470,078	455,213	14,865
Sumter, S.C.	3#	2	**	**	**	3	*	*	*
Rapid City, S.D.	3	3	2,790	99,736	314,019	3	417,429	395,854	21,575
Jackson, Tenn.	3	3	1,381	71,832	215,486	3	280,991	230,995	49,996
Big Springs, Tex.	3	3	824	18,896	204,107	3	231,482	237,103	5,621—
Burlington, Vt.	3	3	4,494	73,747	346,536	3	430,410	410,523	19,887
Charlottesville, Va.	3	3	979	56,148	282,993	3	361,222	317.946	43,276
Danville, Va.	4	3	972	29,886	416,324	4	480,398	462,886	17,512
Bellingham, Wash.	3	3		68,157	260,198	3	307,880	308,907	1,027—
Walla Walla, Wash.	3	3	1,225	52,906	181,223	3	227,580	222,813	4,767
Wenachee, Wash.	3	3	7,728	69,609	240,332	3	297,217	317,239	20,022—
Yakima, Wash.	4	4	1,449	162,991	342,655	4	472,277	490,444	18,167—
Clarksburg, W.Va.	3	3	4,077	34,393	235,767	3	270,058	307,986	37,928—
Parkersburg, W.Va.	3	3	1,572	47,148	201,030	3	256,445	266,007	9,562—
Eau Claire, Wis.	3	3	3,240	119,763	335,548	3	451,477	417,908	33,569
La Crosse, Wis.	3	3	10,664	79,578	302,568	3	420,108	387,504	32,604
Wausau, Wis.	3	3	3,919	141,207	234,532	3	359,272	307,445	51,827
Casper, Wyo.	3	3	2,583	38,395	242,023	3	275,702	312,921	37,219—
Cheyenne, Wyo.	3	2	**	**	**	2	**	**	**
	265	247	605,192	4,565,428	20,542,328	259	25,812,950	25,110,093	702,857
Commonwealth & poss. 3 or more stations									
Mayaguez, Puerto Rico	5	5	55,059	182,096	174,555	5	386,214	328,603	57,611
Ponce, Puerto Rico	5	4	113,127	302,568	140,966	5	524,470	364,257	160,213
San Juan, Puerto Rico	10#	9	91,591	1,078,299	909,218	9	1,881,599	1,444,611	436,988
Arecebo, Puerto Rico	3	3	10,448	86,551	109,547	3	201,283	187,638	13,645
	23	21	270,225	1,649,514	1,334,286	22	2,993,566	2,325,109	668,457
Other communities	11	10	31,313	503,044	339,609	11	801,336	729,965	71,371
	34	31	301,538	2,152,558	1,673,895	33	3,794,902	3,055,074	739,828

[1] Before Federal income tax.

[2] Excludes 218 independently operated FM stations.

[3] Stations with less than $25,000 time sales report only total revenues and total expenses. Stations with total time sales of $25,000 or more, however, accounted for over 99% of the broadcast revenues of the 3.470 reporting stations.

[4] Before Commissions to agencies, representatives and others. Note:—denotes loss.

[5] Excludes data for 40 stations whose reports were filed late.

[6] Total revenues consist of total time sales less commissions plus talent and program sales.

Not all stations in this market operated a full year during 1960.

* Data withheld because third station in this market in operation for short period during 1960.

** Data not published for groups of less than 3 stations.

*** Data withheld to maintain confidentiality of individual station figures.

**** The station totals on this line differ from those given in Table below since that table excludes data for 19 network owned stations while this table includes the data for such stations.

F.C.C. - Washington, D. C.

BREAKDOWN OF FINANCES AT 3,451 RADIO STATIONS

COMPARATIVE FINANCIAL DATA OF 3,451[1] AM RADIO STATIONS 1959-1960 ($ THOUSANDS)

Item	Amount 1960	Percent of Increase (Decrease)
A. Revenues from the sale of time:		
1. Network time sales:		
a. Nationwide networks	$ 4,262[2]	(16.6)
b. Regional networks	2,098	3.6
c. Miscellaneous networks and stations	1,085	13.1
Total	7,445	(8.1)
2. Non-network time sales:		
a. National and regional advertisers and sponsors	178,312	8.0
b. Local advertisers and sponsors	374,597[3]	7.5
Total revenues from non-network time sales	552,909	7.6
Total revenues from time sales	560,354	7.4
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	55,255	7.7
Net revenues from time sales	505,099	7.4

Item	Amount 1960	Percent of Increase (Decrease)
B. Revenues from incidental broadcast activities:		
Talent	12,203	(9.8)
Sundry broadcast revenues	11,575	2.2
Total revenues from incidental broadcast activities	23,778	(4.3)
Total broadcast revenues	528,877	6.8
C. Total broadcast expenses of stations	477,553	6.9
D. Broadcast Income (before federal income tax)	$ 51,324	5.9

NOTE: Excludes 218 independently operated fm stations.

[1] 3,361 stations reported in 1959.

[2] Figure differs slightly from that shown in Item A.2.b. of Table 3 because of minor variations in accounting practices.

[3] Some small amount of network and national non-network time sales may be included here since stations with less than $25,000 time sales for the year do not report detailed revenue breakdown.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Nov. 2 through Nov. 8, and based on filings, authorizations and other actions of the FCC. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. *—educational. Ann.—Announced.

New tv stations

APPLICATIONS

Grand Rapids, Mich.—West Michigan Telecasters Inc. Vhf ch. 13 (210-216 mc); ERP 316 kw vis., 158 kw aur. Ant. height above average terrain 959 ft., above ground 966 ft. Estimated construction cost $994,722; first year operating cost $1,055,000; revenue $1,283,000. P. O. address 320 E. Fulton St., Grand Rapids 2. Studio location Grand Rapids; trans. location near Bridgeton, Mich. Geographic coordinates 43° 18′ 32″ N. lat., 85° 55′ 00″ W. long. Trans. GE-TT-51B. Legal counsel Arnold, Fortas & Porter, Washington, D. C., consulting engineer A. Earl Cullum Jr., Dallas, Tex. Applicant has 25 stockholders. **Lewis V. Chamberlin, president** and 3.7% owner, is vice president of structural steel firm; **William C. Dempsey**, vice president and 11.11% owner, has been general manager of *WQED1TV Pittsburgh, Pa. Ann. Nov. 1.

Rochester, N. Y.—Genesee Valley Tv Inc. Vhf ch. 13 (210-216 mc); ERP 316 kw vis., 158 kw aur. Ant. height above average terrain 500 ft., above ground 334.5 ft. Estimated construction cost $1,291,800; first year operating cost $1,471,000; revenue $1,735,000. P. O. address 400 Wilder Bldg., Rochester 14. Studio location Rochester; trans. location Brighton, N. Y. Geographic coordinates 43° 08′ 08.5″ N. lat., 77° 35′ 01″ W. long. Trans. RCA TT 50 AH; ant. RCA TW 9A13D. Legal counsel Hogan & Hartson, Washington, D. C.; consulting engineer Robert Kennedy, Washington. Principals include: **Francis J. D'Amanda, Arthur L. Stern, Horace P. Gioia, Frederick M. Tobin, Carl S. Hallauer** (each 8.52%) and others. Mr. D'Amanda is attorney and owns 25% of apartment building; Mr. Stern is attorney; Mr. Gioia owns 25% of shopping center and 19% of macaroni manufacturing firm; Mr. Tobin is president of meat packing firm; Mr. Hallauer is president of optical equipment and supplies manufacturing firm.

Syracuse, N. Y.—George P. Hollingbery. Vhf ch. 9 (186-192 mc); ERP 184 kw vis., 105 kw aur. (RMS). Ant. height above average terrain 1,000 ft., above ground 662.4 ft. Estimated construction cost $856,575; first year operating cost $1,250,000; revenue $1,500,000. P. O. address 307 N. Michigan Ave., Chicago, Ill. Studio location Syracuse; Trans. location near Syracuse. Geographic coordinates 42° 54′ 50″ N. lat., 76° 05′ 16″ W. long. Trans. GE-TT-51B, ant. GE TY-52B. Legal counsel Maurice R. Barnes, Washington, D. C.; consulting engineer Edward Deeters, Washington. Applicant is chairman of board and 71.35% owner of George P. Hollingbery Co., station representative firm. Ann. Nov. 8.

New am stations

ACTIONS BY FCC

Berlin, N. H.—Good Radio Inc. Granted 1400 kc; 250 w unl. P. O. address c/o W. F. Rust Jr., 155 Front St., Manchester, N. H. Estimated construction cost $10,240; first year operating cost $40,000; revenue $50,000. Principals: **William F. Rust Jr.** (60%), **Ralph Gottlieb** (40%). Messrs. Rust and Gottlieb are stockholders in WKBR-AM-FM Manchester, WTSN Dover, WKBK Keene, all New Hampshire; WAEB-AM-FM Allentown and WNOW-AM-FM York, both Pennsylvania. Comr. Bartley dissented. Action Nov. 8.

Hardin, Mont.—Big Horn County Musicasters. Granted 1230 kc, 250 w unl. P. O. address W. 411 33rd Ave., Spokane. Estimated construction cost $10,995, first year operating cost $45,000, revenue $54,000. Equal partners **D. Gene Williams** and **Delbert Bertholf** have interests in KOYN Billings, KUDI Great Falls, both Montana; WQDY Minot, KQDI Bismarck and KUTT Fargo, all North Dakota. Action Nov. 2.

Taylorsville, N. C.—Robert B. Brown. Granted 1570 kc, 500 w D. P. O. address North Wilkesboro, N. C. Estimated construction cost $17,925; first year operating cost $30,000; revenue $35,000. Applicant is program-news director of Wilkes Bcstg. Co. Inc., licensee of WKBC North Wilkesboro, and WATA Boone, both North Carolina. Action Nov. 2.

Lynchburg, Va.—Southeastern Bcstg. Corp. Granted 1320 kc; 1 kw D. P.O. address c/o Denzel M. Shaver, box 1056, Lumberton, N. C. Estimated construction cost $11,325; first year operating cost $58,000; revenue $78,000. Applicant is licensee of WAGR Lumberton, N. C. Action Nov. 8.

APPLICATIONS

Apache Junction, Ariz. — Superstition Mountain Enterprises Inc. 660 kc; 1 kw D. P. O. address c/o Jack Harris, 1053 W. 6th St., Mesa, Ariz. Estimated construction cost $28,180; first year operating cost $33,600; revenue $54,000. **Superstition Mountain Enterprises Inc.** has more than 1,000 stockholders; W. Winfield Creighton, president, is partner in real estate firm. Ann. Nov. 2.

Vista, Calif.—Tri-City Bcstg. Inc. 890 kc; 1 kw. D. P. O. address 740 E. Alosta, Glendora, Calif. Estimated construction cost $33,575; first year operating cost $36,000; revenue $54,000. Principals: **Ray B. Bloker, Charles F. Mitchell, William H. Jaeger** (each one-third). Mr. Jaeger is announcer for KWOW Pomona, Calif.; Mr. Bloker owns citrus ranch; Mr. Mitchell is proprietor of sales company. Ann. Nov. 2.

Rochester, Minn.—WBIZ Inc. 1520 kc; 1 kw D. P. O. address c/o **Howard G. Bill**, 609 Cameron St., Eau Claire, Wis. Estimated construction cost $17,746; first year operating cost $50,000; revenue $55,000. **Howard G. Bill**, sole owner, owns WBIZ Eau Claire, Wis. Ann. Nov. 3.

South St. Paul, Minn.—South St. Paul Bcstg. Co. 1370 kc; 1 kw D. P. O. address Redfield, S. D. Estimated construction cost $28,018; first year operating cost $31,000; revenue $60,000. **Roger D. Wilson,** sole owner, has one-third interest in contracting firm. Ann. Nov. 3.

Existing am stations

APPLICATIONS

KFMB San Diego, Calif.—Mod. of cp (which authorized change in anti-trans. location) to change frequency from 540 kc to 750 kc, make changes in DA system. Ann. Nov. 3.

KGEK Sterling, Colo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Nov. 9.

WHHT Lucedale, Miss.—Cp to increase power from 1 kw to 5 kw and install new trans. Ann. Nov. 2.

WJW Cleveland, Ohio—Cp to increase daytime power from 10 kw to 25 kw, install new trans. and make changes in DA system (two additional towers). Ann. Nov. 2.

WENO Madison, Tenn.—Cp to change hours of operation from D to unl., using powers of 1 kw, 5 kw-LS, install new trans. for nighttime use and install DA-N. Ann. Nov. 9.

New fm stations

APPLICATIONS

Miami, Fla.—Harvey Sheldon. 99.1 mc; 18.8 kw. Ant. height above average terrain 300 ft. P. O. address 23 Central Ave., Security Trust Bldg., Lynn, Mass. Estimated construction cost $16,792; first year operating cost $23,457; revenue $55,000. **Harvey Sheldon,** sole owner, owns cp for WUPY(FM) Lynn, and has been employed by WMAS-AM-FM and WTYM Springfield, both Massachusetts. Ann. Nov. 2.

***Orono, Me.—University of Maine.** 91.9 mc; 375 w. Ant. height above average terrain 665 ft. P. O. address c/o Prof. Wofford G. Gardner, U. of Maine, Orono. Estimated construction cost $2,400; first year operating cost $4,000. Ann. Nov. 2.

Keene, N. H.—WKNE Corp. 103.7 mc; 1 kw. Ant. height above average terrain 545 ft. P. O. address c/o Joseph K. Close, 17 Dunbar St., Keene. Estimated construction cost $27,505.79; first year operating cost $10,000; revenue $10,000. Principals: **Joseph K. Close** (69.5%), **Robert T. Colwell, Abbot K. Spencer** (each 4.7%) and others, who own similar interests in WKNE Keene. Ann. Nov. 3.

Williamston, N. C.—East Carolina Bcstg. Co. 103.7 mc; 3 kw. Ant. height above average terrain 202 ft. P. O. address Box 590, Williamston. Estimated construction cost $10,070; first year operating cost $5,000; revenue $6,000. Principals: **W. H. Farrior Jr., Charles M. Gaylord** (each 50%). Messrs. Farrior and Gaylord are equal partners in WIAM Williamston. Ann. Nov. 1.

Amarillo, Tex.—Panhandle Bcstrs. 103.5 mc; 3.034 kw. Ant. height above average terrain 250 ft. P. O. address 528 Amarillo Bldg., Amarillo. Estimated construction cost $12,490; first year operating cost $21,600; revenue $24,000. Principals: **B. W. Spiller, U. C. Sterquell** (each 50%). Mr. Sterquell is CPA; Mr. Spiller is manager of electronics supply firm and has been general manager of KFDA-TV Amarillo. Ann. Nov. 2.

KTWR(FM) Tacoma, Wash.—Cp to change frequency from 103.9 mc to 103.7 mc and increase ERP from 830 w to 3.4 kw. Ann. Nov. 9.

Existing fm stations

APPLICATION

WOCB-FM West Yarmouth, Mass.—Cp to change frequency from 94.3 mc to 94.9 mc; increase ERP from 1 kw to 3.12 kw, install new ant. and increase ant. height above average terrain to 191 ft. Ann. Nov. 1.

Ownership changes

ACTIONS BY FCC

KPGE Page, Ariz.—Granted assignment

EDWIN TORNBERG
& COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

of cp to Wendell W. Motter; consideration $5,000 for out-of-pocket expenses. Comr. Bartley dissented; Comr. Ford abstained from voting. Action Nov. 8.

KWG Stockton, Calif.—Granted assignment of cp and license to Royal Bear Bcstrs. Inc. (Roland B. Vaile, president, has interest in KTOO Las Vegas, Nev.); consideration $158,280. Comrs. Bartley and Ford dissented. Action Nov. 8.

WDBF Delray Beach, Fla.—Granted (1) renewal of license and (2) assignment of license to Sunshine Bcstg. Co. (Roscoe R. Miller, president); consideration $63,000 and agreement by assignor and its present directors not to compete in am or fm broadcasting in Palm Beach County for 10 years. Action Nov. 8.

KASO Minden, La.—Granted (1) renewal of license and (2) assignment of license from Frederick A. W. Davis and Jimmie H. Howell to Harold Ray Cook; consideration about $46,000 and agreement not to operate radio station in Webster Parish for 10 years. Action Nov. 8.

WCSR Hillsdale, Mich.—Granted (1) renewal of license and (2) assignment of license and cp to Flynn Enterprises Inc. (Fahey Flynn); consideration $85,000 and $20,799 for agreement not to compete for five years within limits of WCSR market area. Action Nov. 8.

WPIT-AM-FM Pittsburgh, Pa.; WSOL Tampa, Fla.; WRDW-TV Augusta, Ga.; WSTV-AM-FM-TV Steubenville, Ohio; WBOY-AM-TV Clarksburg, W. Va.; KODE-AM-TV Joplin, Mo.; WRGP-TV Chattanooga, Tenn.—Granted transfer of 12 stations of self-styled "Friendly Group" (five tv, five am and two pm in seven cities) from Jack N. Berkman et al to United Printers & Publishers Inc., in two transactions: (1) purchase of WPIT-AM-FM, WSOL and WRDW-TV and auxiliary (licensed toWPIT Inc.) for $1,350,000, and (2) exchange of stock for other properties (licensed to WSTV Inc.). Comr. Bartley dissented. United Printers & Publishers, makers of greeting cards and other specialities, is owned 26.10% by The Louis Berkman Co. and 10.5% by Parkersburg Steel Co. (in which Berkman family has interest). Jack and Louis Berkman are officers of United Printers & Publishers. Transferee has no other broadcast properties although certain of transferors have interest in WHTO-TV Atlantic City, N. J., which in turn owns .03% stock in transferee. This is largest number of broadcast stations yet transferred between two parties at same time. Action Nov. 8.

WEZL Richmond, Va.—Granted transfer of control from Ben Strouse, Samuel E. Feldman and Leon B. Back, to Eastern States Radio Corp. (equally owned by Robert A. Monroe, president, who has interest in WAAA Winston-Salem, and WSRC Durham, N. C., and by Metropolitan Small Business Investment Corp.); consideration $175,000. Comrs. Bartley and Ford dissented. Action Nov. 8.

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APPLICATIONS

WHBB Selma, Ala.—Seeks assignment of license from **Selma Bcstg. Inc.** to **Julius E. Talton** (75%), **Carrie Goodwin Luckie** (20%) and **Pearle Luckie Talton** (5%), d/b as **Talton Bcstg. Co.**; consideration $57,230. Mr. Talton is salesman for WHBB; Mrs. Talton and Mrs. Luckie are housewives. Ann. Nov. 7.

KGUD-AM-FM Santa Barbara, Calif.—Seeks assignment of cp from **Sherrill C. Corwin** to **Metropolitan Theatres Corp.**, sole stockholder of which is **Eighth Street Theatre Corp.**, which in turn is owned by Mr. Corwin. Total consideration to Mr. Corwin from assignee $18,482. Ann. Nov. 1.

KFTM Fort Morgan, Colo.—Seeks transfer of approximately 80% of stock in **Morgan County Bcstg. Co.** from **Robert H. Dolph** back to corporation. Ann. Nov. 8.

KOLR Sterling, Colo.—Seeks transfer of 81% of stock in **Sterling Bcstg. Corp.** from **Eugene H. Dodds** (27%), **D. L. Dodds** (36%), **Raymond Hollingsworth** (18%) and **John E. Gazdick** (10%) to **Kermit G. Kath** (27%), **Robert D. Kath** (36%), **Bessie M. Kath** (18%), and **Deloris M. Kath** (10%).; total consideration $11,100. Kermit Kath owns KGOS Torrington, Wyo.; Robert Kath is station manager of KOLR; Bessie Kath and Deloris Kath are housewives. Ann. Nov. 2.

KHVH-AM-TV Honolulu, Hawaii—Seeks assignment of license from **Kaiser Hawaiian Village Radio Inc.** and **Kaiser Hawaiian Village Tv Inc.** to **Kaiser Industries Corp. Henry J. Kaiser Co.** will sell all stock of licenses to **Kaiser Industries Corp.**; licensees to be dissolved on closing. Ann. Nov. 2.

KHJK Hilo, Hawaii—Seeks assignment of cp from **Kaiser Hawaiian Village Tv Inc.** to **Kaiser Industries Corp.**, in manner as **KHVH-AM-TV** Honolulu. Ann. Nov. 2.

KLWN Lawrence, Kan.—Seeks transfer of 103 out of 179 total shares of stock in **Lawrence Bcstrs. Inc.** from **Edwin F. Abels** (26 shares), **L. E. Morgan** (21 shares), **Lloyd Bigsby, William Essick,** estate of **Ralph Graber, Chris Kraft** (each 11 shares), **Woodrow W. Miller** and **Charles S. Andrews** (each six shares) to **Arden Booth** and **H. M. Booth,** present owners of 50 and 26 shares respectively (63 and 40 shares to each respectively); consideration $600 per share. Ann. Nov. 3.

KLIB Liberal, Kan.—Seeks transfer of all stock in **The Plains Enterprise Inc.** from **David Howman** to **John B. Gray**; consideration $45,000. Mr. Gray owns motel and one-third of ranch, and has been 20% stockholder in KGYN Guymon, Okla. Ann. Nov. 7.

WMTE Manistee, Mich.—Seeks transfer of all stock in **Manistee Radio Corp.** from **James R. Sumbler** (51%) and **Naomi V. Sumbler** (49%) to **Leonard Schoenherr** and **Raymond A. Plank** (each 50%); total consideration $85,000. Mr. Plank owns WKLA Ludington, Mich.; Mr. Schoenherr owns floral supplies firm and plastics business. Ann. Nov. 3.

KBUB Sparks, Nev.—Seeks assignment of license from **Edward J. Jansen** (75%) and **Keith J. Rudd** (25%), d/b as **Lakeside Bcstrs.**, to **Silver Circle Bcstg. Inc.**, new corporation consisting of **Mr. Jansen** (60%), **Mr. Rudd** (25%) and **Edith V. Jansen,** wife of Mr. Jansen; no financial consideration involved. Ann. Nov. 3.

WNTA-AM-FM Newark, N. J.—Seeks transfer of all stock in **NTA Radio Bcstg. Co.** from **National Telefilm Assoc. Inc.** to **Bergen Bcstg. Corp.** Licensee to be liquidated on closing; license for WNTA-AM to be assigned directly to **Bergen Bcstg. Corp.** and that of WNTA-FM to **Bergen F. M. Inc.** Both assignee corporations are owned by **Communications Industries Corp.**, largest stockholders of which are **Lazar Emanuel** (15%), **Paul Smallen** and **Blair Walliser** (each 12%). Total consideration to National Telefilm Assoc. $2,500,000. Ann. Nov. 7.

WEYE Sanford, N. C.—Seeks assignment of license from **Gale P. Lewis** to **Sanford Radio Bcstg. Inc.**, new corporation consisting of **Mr. Lewis** (60%), **Billy E. Peele** (10%) and **Dallas L. Mackey** (5%); 25% to be left outstanding. No financial consideration involved. Ann. Nov. 3.

WNAK Nanticoke, Pa.—Seeks transfer of 50% of stock in **Wyoming Radio Inc.** from **E. D.** and **Megan H. McWilliams** to **Martin H. Philip** and **Frances J. Philip,** present owners of other 50%; balance due after payment for option agreement $13,570. Ann. Nov. 3.

WLSC Loris, S. C.—Seeks assignment of license from **Pee Dee Bcstg. Co.** to **Terrell J. Rozier**; consideration $45,000. Mr. Rozier owns bookkeeping and tax service, is proprietor of laundry and dry cleaning establishment and has been general manager and stockholder of WLSC. Ann. Nov. 3.

WATP Marion, S. C.—Seeks assignment of license from **Pee Dee Bcstg. Co.** to **Terrell J. Rozier**; consideration $50,000. Mr. Rozier owns bookkeeping and tax service, is proprietor of laundry and dry cleaning business, and has been general manager and stockholder of WLSC Loris, S. C. Ann. Nov. 3.

KRUN Ballinger, Tex.—Seeks transfer of 49.99% of stock in **Central West Bcstg. Co.** from **Walter G. Russel** to **Mrs. Bennie E. Rochester,** wife of **M. M. Rochester** who also owns 49.99%; consideration $22,500. Ann. Nov. 7.

KFDM-TV Beaumont, Tex.—Seeks assignment of cp from **Beaumont Bcstg. Corp.** to **Beaumont Tv Corp.** which consists of assignor (67.5%) and **W. P. Hoppy** (32.5%). Consideration to assignor stock interest above. Mr. Hoppy is board chairman and approximately 46.5% stockholder of Houston Post Co. Ann. Nov. 2.

KUTA Blanding, Utah—Seeks assignment of cp from Jack W. Hawkins to **KUTA,** new corporation of which Mr. Hawkins is 98.4% owner; no financial consideration involved. Ann. Nov. 2.

KITI Chehalis, Wash.—Seeks assignment of license from **KITI Corp.** to **KITN-KITI Corp.**, merger of two corporations each owned by **Donald F. Whitman**; no financial consideration involved. **KITN-KITI Corp.** is licensee of KITN Olympia, Wash. Ann. Nov. 7.

KTIX Seattle, Wash.—Seeks assignment of license from **KTIX Inc.** to **William E. Boeing Jr.**, d/b as **Chem-Air Inc.**; consideration $260,000. Mr. Boeing owns KPAM and KPFM(FM) Portland, Ore., KEDO Longview, and KETO(FM) Seattle, both Washington. Ann. Nov. 7.

KQDE Spokane, Wash.—Seeks assignment of cp from **Paul Crain** to **Delbert Bertholf**; consideration $1,763. Mr. Bertholf is partner in KOYN Billings, KUDI Great Falls, both Montana; KUTI Yakima, Wash., KUTT Fargo, KQDI Bismarck, and KQDY Minot, all North Dakota. Ann. Nov. 3.

KLOQ Yakima, Wash.—Seeks transfer of 50% of stock in **Yakima Bcstg. Corp.** from **William E. Shela** to **Virginia S. Richardson**; consideration to Mr. Shela release from payment of balance owed by him on purchase price of his interest; Mrs. Richardson will loan corporation $10,000 as working capital. Mrs. Richardson owns 50% each of aviation firm and crop-dusting business. Ann. Nov. 1.

Hearing cases

FINAL DECISIONS

■ By Decision, commission granted following applications to increase daytime power from 250 w to 1 kw, continued nighttime operation on 250 w: 1240 kc—Iowa Great Lakes Bcstg. Co. (KICD) Spencer, Iowa; WSBC Bcstg. Co. (WSBC) Chicago, Ill.; Cornbelt Bcstg. Corp. (KFOR) Lincoln, Neb.; WTAX Inc. (WTAX) Springfield, Ill.; WJMC Inc. (WJMC) Rice Lake, Wis.; Granite City Bcstg. Co. (WJON) St. Cloud, Minn.; North Platte Bcstg. Inc. formerly KODY Inc. (KODY) North Platte, Neb.; Wapello County Bcstg. Co. (KBIZ) Ottumwa, Iowa; 1230 kc—Bloomington Bcstg. Corp. (WJBC) Bloomington, Ill.; Southern Wisconsin Radio Inc. (WCLO) Janesville, Wis.; Marshall Electric Co. (KFJB) Marshalltown, Iowa; and Radio Moline Inc., formerly WQUA Inc. Moline, Ill., each subject to interference condition. March 7 initial decision looked toward this action. Action Nov. 8.

■ Commission gives notice that Aug. 18 initial decision which looked toward granting applications of Telegraph Herald to increase daytime power of KDTH Dubuque, Iowa, from 1 kw to 5 kw, continued operation on 1370 kc, 1 kw-N, DA-N; engineering condition; and Central Wisconsin Bcstg. Inc., to increase ant. tower height of WCCN Neillsville, Wis., and remove resistor, continued operation on 1370 kc, 5 kw, D became effective Oct. 9 pursuant to Sec. 1.153 of rules. Action Nov. 2.

■ Commission gives notice that Aug. 21 initial decision which looked toward granting applications of WGRY Inc. (WGRY) Gary, Ind., and Prairie Radio Corp. (WPRC) Lincoln, Ill., to increase power from 500 w to 1 kw, continued operation on 1370 kc, D, became effective Oct. 10 pursuant to Sec. 1.153 of rules. Action Nov. 2.

■ Commission gives notice that Sept. 6 initial decision which looked toward granting applications of Billings Bcstg. Co. to increase daytime power of KBMY Billings, Mont., from 250 w to 1 kw, continued operation on 1240 kc, 250 w-N, and KXLO Broadcast Inc., for like increased daytime power of KXLO Lewistown, Mont., continued operation on 1230 kc, 250 w-N, each with interference condition, and Big Horn County Musicasters for new station to operate on 1230 kc, 250 w, unl. in Hardin, Mont., became effective Oct. 26 pursuant to Sec. 1.153 of rules. Action Nov. 2.

■ Commission gives notice that Sept. 6 initial decision which looked toward granting application of Coastal Bcstg. Co. for nighttime operation of WLAT Conway, S. C. with 500 w, DA, continued operation on 1330 kc with 5 kw daytime became effective Oct. 26 pursuant to Sec. 1.153 of rules. Action Nov. 2.

■ Commission gives notice that Sept. 11 initial decision which looked toward granting application of Robert B. Brown for new am station to operate on 1570 kc, 500 w, D, in Taylorsville, N. C., became effective Oct. 31 pursuant to Sec. 1.153 of rules. Action Nov. 2.

■ Commission gives notice that Sept. 11 initial decision which looked toward granting application of Felix C. Abernethy for new am station to operate on 1580 kc, 500 w, D, in Granite Falls, N. C., became effective Oct. 31 pursuant to Sec. 1.153 of rules. Action Nov. 2.

INITIAL DECISIONS

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application for transfer of control of KGMS Inc. (KGMS) Sacramento, Calif., from Anthony C. and Alfred A. Morici, Carol McNamee, Marianne Aiassa and Abraham R. Ellman to Capitol Bcstg. Co.; consideration $577,500. Action Nov. 2.

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting applications of Robert F. Neathery for new am station in Fredericktown, Mo., to operate on 1450 kc, 250 w, unl. and Paducah Bcstg. Inc. (WPAD) Paducah, Ky., and WPFA Radio Inc. (WCVS), Springfield, Ill., to increase daytime power on 1450 kc from 150 w to 1 kw, continued nighttime operation with 250 w, each with interference condition. Action Nov. 2.

OTHER ACTIONS

Commission designated for consolidated hearing following mutually exclusive applications for new tv stations to operate on ch. 9 in Syracuse, N. Y.: Veterans Bcstg. Inc.; Syracuse Tv Inc.; W.R.G. Baker Radio & Tv Corp.; Onandaga Bcstg. Inc.; WAGE Inc., and Syracuse Civic Tv Assoc. Inc. After 30 days from public notice of acceptance for filing, commission will issue subsequent order consolidating in this proceeding applications of Ivy Bcstg. Co. Inc., Six Nations Tv Corp., Salt City Bcstg. Corp. and George P. Hollinbery and all other applications for this facility filed before 5 p.m., November 7, which are entitled to comparative consideration. Comr. Ford abstained from voting. Action. Nov. 8.

■ Commission scheduled following proceedings for oral argument on Dec. 14 and Dec. 15: Carter Mountain Transmission Corp.; Bible Institute of Los Angeles Inc. (fm station KBBI), Los Angeles, Calif., and Benjamin C. Brown, Oceanside, Calif.; Sayger Bcstg. Corp., Tiffin, Ohio, and Malrite Bcstg. Co., Norwalk, Ohio; and WMRC Inc. (WBIR) Knoxville, Tenn., et al. Action Nov. 8.

WFOL(FM) Hamilton, Ohio—Designated for oral argument before commission en banc application for additional time to construct new fm station, on issue to determine whether reasons advanced in support of additional construction time constitute showing that failure to complete construction was due to causes not under permittee's control or other matters sufficient under Sec. 319(b) of Act and Sec. 1.323(a) of commission's rules to warrant extension. Comr. Lee dissented. (Permittee stated that financial prospects for fm operation in Hamilton are such that he was unwilling to proceed with construction of fm station until his co-pending application for new am station in that city is granted.) Action Nov. 8.

Routine roundup

■ By order, commission granted petition by Courtney Bcstg. Co. for waiver of Sec. 1.362(g) of rules concerning proof to commission of publication in newspaper of order designating for hearing its application for new am station in Winfield, Kan. Required notice was timely published but applicant was nine days late in filing proof. Action Nov. 8.

■ By order, commission amended Part 3 of its broadcast rules to permit noncommercial educational fm broadcast stations to transmit stereophonic programs on multiplex basis in accordance with technical standards presently governing such operation by commercial fm stations. In its report and order of April 19 adopting national standards for stereophonic broadcasting by commercial fm stations, commission held that, on existing record, it could not conclude that it was warranted at that time to include educational fm broadcasting in amended rules. However, no opposition has been expressed to subsequent requests from educational fm licensees urging that prompt provision be made for educational fm multiplex stereocasting. As in case of commercial fm "stereo" operation, no applications are required for educational fm stations desiring to so engage. Action Nov. 8.

■ Commission granted request by Norman H. Rogers (KCHU [TV] ch. 18), San Bernardino, Calif., and extended from Oct. 30 to Nov. 6 time for filing reply comments in tv rulemaking proceeding involving Palm Springs, Calif. Action Oct. 31.

ACTIONS ON MOTIONS

By Chairman Newton N. Minow

■ Granted petition by Broadcast Bureau and extended to Nov. 15 time to file replies to exceptions in matter of revocation of license of Leo Joseph Theriot for am station KLFT Golden Meadow, La. Action Nov. 2.

■ Granted petition by Newton Bcstg. Co. and Transcript Press Inc. and extended to Nov. 20 time to file exceptions and supporting briefs with respect to initial decision in proceeding on their applications for new am stations in Newton and Dedham, Mass. Action Nov. 2.

By Commissioner Frederick W. Ford

■ Granted petition by Willamette-Land Tv Inc. and extended to Nov. 6 time to reply to petition by Broadcast Bureau to enlarge issues in proceeding on its application for new tv station to operate on ch. 3 in Salem, Ore. Action Oct. 30.

By Chief Hearing Examiner James D. Cunningham

■ Granted joint petition by Higson-Frank Radio Enterprises and Irving E. Penberthy, applicants for new am stations to operate on 1510 kc, 500 w, D, in Fresno, Calif., approved agreement whereby Mr. Penberthy would pay Higson-Frank $2,925.96 as reimbursement of expenses incurred in connection with its application in return for its withdrawal; dismissed Higson-Frank application with prejudice, granted Mr. Penberthy's application and terminated proceeding. Action Oct. 31.

By Acting Chief Hearing Examiner Jay A. Kyle

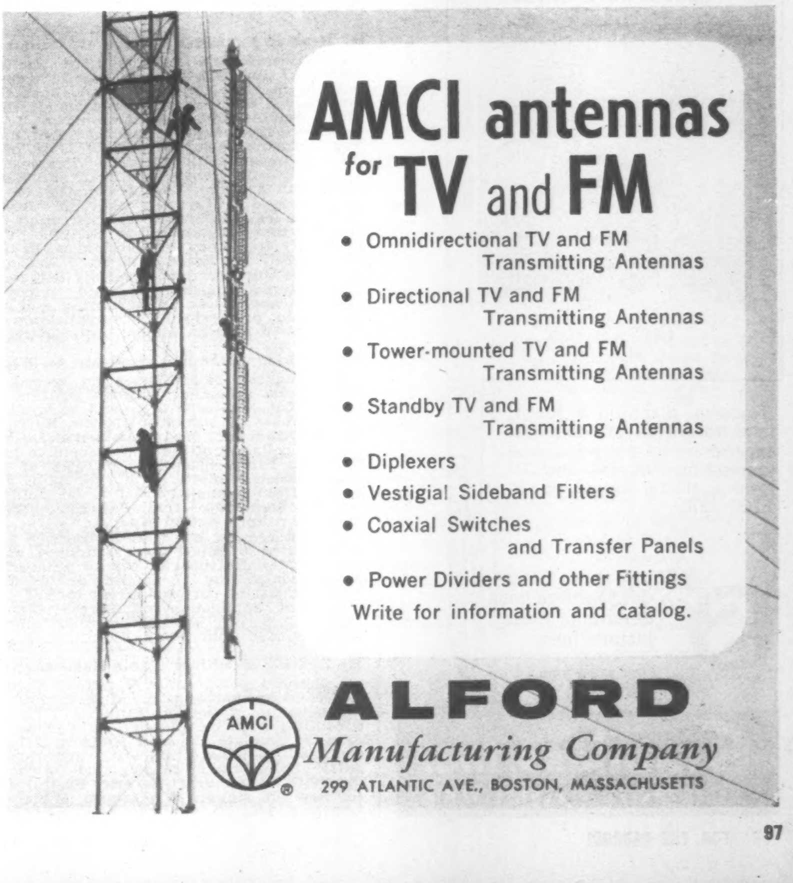
■ Scheduled oral argument for Nov. 14 on joint request by Ybor City Bcstg. Inc. and Johnson Bcstg. Corp. for approval of agreement and dismissal of Ybor application, both for new am stations in Ybor City and Indian Rocks, Fla. Action Nov. 7.

■ Scheduled prehearing conferences and hearing in following am proceedings on dates shown: Dec. 12 and Jan. 9, 1962 on application of Neil N. Levitt, Roswell, N. M.; Dec. 12 and Jan. 8, 1962 on applications of Wolverine Bcstg. Co., Wyoming, Mich., et al; Dec. 14 and Jan. 8, 1962 on application of MIA Enterprises Inc. (KWBE) Beatrice, Neb. Action Nov. 3.

■ Scheduled oral argument for Nov. 8 on request by Barren County Bcstg. Co. and John M. Barrick for approval of agreement and for dismissal of Barren's application, both for new am stations in Glasgow, Ky. Action Nov. 2.

■ Scheduled oral argument for Nov. 7 on joint petition by Maricopa County Bcstrs. Inc. and Maryvale Bcstg. Co. for approval of agreement and for dismissal of application of Maryvale both applicants for new am stations in Mesa, Ariz. Action Nov. 1.

■ Scheduled resumption of hearing for



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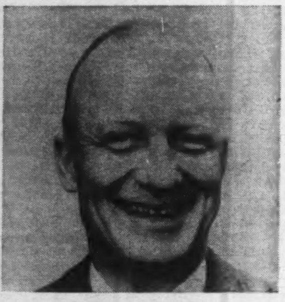

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Dec. 4 in proceeding on applications of Burlington Bcstg. Co., Burlington County Bcstg. Co., and Mt. Holly-Burlington Bcstg. Co. for new am stations in Burlington and Mount Holly, N. J. Action Nov. 1.

By Hearing Examiner James D. Cunningham

■ Continued Nov. 7 further hearing to Nov. 13 in proceeding on application of The Spartan Radiocasting Co. (WSPA-TV) Spartanburg, S. C. Action Nov. 3.

By Hearing Examiner Basil P. Cooper

■ Pursuant to agreements reached at Nov. 3 prehearing conference in proceeding on am applications of Little Joe Enterprises (WJOE) Ward Ridge, and Sarasota-Charlotte Bcstg. Corp., Englewood, both Fla., continued Dec. 4 hearing to Jan. 9, 1962. Action Nov. 3.

■ Granted motion by applicant and continued Nov. 6 prehearing conference to Dec. 11 in proceeding on application of Quincy Valley Bcstrs. for renewal of license of am station KPOR Quincy, Wash. Action Nov. 2.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Vernon E. Pressley and continued Nov. 13 hearing to Nov. 24 in proceeding on his application for new am station in Canton, N. C., and Folkways Bcstg. Inc. (WTCW) Whitesburg, Ky. Action Nov. 3.

By Hearing Examiner Millard F. French

■ Upon request by Broadcast Bureau and with consent of other parties, continued Nov. 9 hearing to Nov. 15 in proceeding on am application of Strafford Bcstg. Corp. (WWNH) Rochester, N. H. Action Nov. 3.

■ Granted motion by Glomor Music Bcstrs. Inc. (KHOT) Madera, Calif., and continued Nov. 2 prehearing conference to Dec. 13 in proceeding on its am application and Elbert H. Dean & B. L. Golden for new am station in Lemoore, Calif. Action Nov. 1.

■ Upon joint oral motion of parties in proceeding on applications of Bi-States Co. (KHOL-TV) Kearney, Neb., and Topeka Bcstg. Assn. Inc. (WIBW-TV) Topeka, Kan., for cps for new trans. sites, continued Nov. 1 prehearing conference to Dec: 1. Action Oct. 31.

■ Upon oral motion of parties in proceeding on applications of Oklahoma Bcstg. Co. and Sapulpa Bcstrs. for new am stations in Sapulpa, Okla., continued Nov. 3 hearing to Nov. 29. Action Oct. 31.

By Hearing Examiner Walther W. Guenther

■ Upon informal agreement of parties, continued Nov. 14 hearing to Nov. 20 in proceeding on applications of The Walmac Co. for renewal of licenses of KMAC and KISS (FM), San Antonio, Tex. Action Nov. 6.

■ Upon agreement of parties, continued Nov. 1 further hearing to Nov. 14 in proceeding on applications of The Walmac Co. for renewal of licenses of KMAC and KISS (FM) San Antonio, Tex. Action Oct. 30.

■ Granted petition by Saltville Bcstg. Corp. for leave to amend its application for new daytime am station in Saltville, Va., to specify frequency 1080 kc, 500 w, in lieu of presently requested 1330 kc, 1 kw, and to amend further items as fully set forth in proffered amendment, and removed amended application from hearing and returned to processing line; application is consolidated in Docs. 14213-4. Action Oct. 30.

By Hearing Examiner Isadore A. Honig

■ Formalized ruling made on record of Nov. 2 oral argument; granted petition by De-Lan Inc. for leave to amend its application for new am station in DePew, N. Y., to reflect withdrawal of stockholder in De-Lan Inc., cancellation of his commitment to lend funds to this corporation, transfer of his stock and other matters; time for fiiling any appeal from examiner's action on petition will run from date of release of memorandum of ruling. Action Nov. 6.

■ Upon request by John M. Barrick and with consent of other parties, ordered, *nunc pro tunc*, continuance of Nov. 6 prehearing conference to Nov. 14, pending action upon joint request of parties looking toward dismissal of application of Barren County Bcstg. Co., both for new am stations in Glasgow, Ky. Action Nov. 6.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by Crawford County Bcstg. Co. for leave to amend its application for new am station in Bucyrus, Ohio, to substitute Elfrieda Mercier as partner in place of her late husband, Andrew E. Mercier, and to make changes in other related data; application is consolidated for hearing with Community Service Bcstrs. Inc. for new am station in Ypsilanti, Mich. Action Nov. 2.

By Hearing Examiner David I. Kraushaar

■ After Nov. 3 prehearing conference in proceeding on applications of Windber Community Bcstg. System and Ridge Radio Corp. for new am stations in Windber, Pa., scheduled hearing for Jan. 10, 1962, and certain procedural dates. Action Nov. 3.

By Hearing Examiner Jay A. Kyle

■ Granted petition by Mt. Holly-Burlington Bcstg. Co., for leave to amend its application for new am station in Mount Holly, N. J.; amendment involves technical correction of certain engineering calculations and polar graph based thereon. Action Nov. 2.

■ On own motion, continued Nov. 22 prehearing conference to Nov. 29 in proceeding on application of KOFE Inc. for mod. of license of am station KOFE Pullman, Wash. Action Nov. 3.

By Hearing Examiner Herbert Sharfman

■ To afford commission additional time to act on certain pleadings pending before it, further continued hearing from Nov. 9 to Nov. 30 in proceeding on application of Rea Radio & Electronic Laboratory for renewal of license of am station WREA East Palatka, Fla. Action Nov. 2.

■ Granted petition by Town & Country Bcstg. Inc. (WREM) Remsen, N. Y., continued certain procedural dates in proceeding on its am application and continued Nov. 13 hearing to Dec. 20. Action Oct. 31.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Nov. 7

KNGS Hanford, Calif.—Granted assignment of license to Salinas Valley Bcstg. Corp.

KRVK Mount Vernon, Ky.—Granted acquisition of positive control by John Lair through purchase of stock from Tom Hargis.

■ Granted licenses for following noncommercial educational fm stations: *KEMR Loma Linda, Calif., and *KSFX(FM) San Francisco, Calif., and specify type trans.

WCOD(FM) Richmond, Va.—Granted license covering increase in ERP, ant. height, change ant.-trans. location and triplex WTVR ant.

***WUOM(FM) Ann Arbor, Mich.**—Granted licenses covering installation of new trans., new ant., increase ant. height and ERP and specify type trans.; and use of old main trans. as auxiliary trans.

WGUN (WEAS Inc.) Decatur, Ga.—Granted mod. of licenses and mod. of cp to change name to WGUN Inc.

WXKW Troy, N. Y.—Granted cp to install auxiliary trans. at main trans. location; and mod. of cp to change ant.-trans. location to Watervliet; main studio location to Watervliet; make changes in ant. system (increase height) and ground system, and delete remote control operation.

KPTL Carson City, Nev.—Granted authority to May 1, 1962 to operate sunrise to sunset only with 5 kw non-DA pending corrections to nighttime directional array.

WXKW Troy, N. Y.—Granted extension of completion date to Feb. 1, 1962.

Actions of Nov. 6

WJRI Lenoir, N. C.—Granted involuntary assignment of cp and license to Katherine B. Rabb, executrix of estate of John P. Rabb.

KRFS Superior, Neb.—Granted assignment of license to Valley Bcstg. Co.

WKEI Kewanee, Ill.—Granted assignment of cp and licenses to Kewanee Bcstg. Co.

KROX Crookston, Minn.—Granted acquisition of negative control by Jerome Dahlberg and William J. Kiewel through sale of stock by Arnold F. Petrich to Crookston Bcstg. Co.

KUTA Blanding, Utah—Granted license for am station.

■ Granted licenses for following fm stations: KBYR-FM Anchorage, Alaska, and specify type trans.; KCAL-FM Redlands, Calif.; KOL-FM Seattle, Wash.; KTOD-FM Sinton, Tex.; KIMP-FM Mt. Pleasant, Tex.; KVIL-FM Dallas, Tex.; KVWO-FM Cheyenne, Wyo.

KXXX Colby, Kan.—Granted license covering changes in trans. equipment.

WETC Wendell-Zebulon, N. C.—Granted license covering installation of alternate main trans.

WLAV-FM Grand Rapids, Mich.—Granted license covering installation of new trans., new ant., increase ERP and decrease ant. height.

KSFM(FM) Sacramento, Calif.—Granted license covering move of ant.-trans. location, change ERP and ant. height and installation of new trans.

WDSU New Orleans, La.—Granted license covering change in ant.-trans. location for auxiliary trans.

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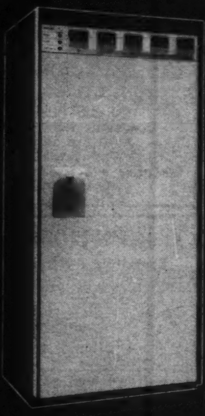

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BROADCAST DIVISION
Lansdowne, Pennsylvania

KHBR-FM Hillsboro, Tex.—Granted license covering change in frequency and ERP.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WMBN Petoskey, Mich., and KBET Reno, Nev.

KVIL Highland Park, Tex.—Granted license covering increase in power from 500 w to 1 kw and specify studio location.

KVFC Cortez, Colo.—Granted license covering change in hours of operation using power of 250 w-N, 1 kw-LS, and installation of DA-N.

KHBR Hillsboro, Tex.—Granted license covering installation of new trans. as auxiliary trans. with remote control operation.

WDSU New Orleans, La.—Granted license covering change in ant.-trans. location, installation of new trans. and changes in ground system.

■ Granted licenses covering installation of new trans. for following stations: WPIK Alexandria, Va., and KFJB Marshalltown, Iowa (main).

WRAK-FM Williamsport, Pa.—Granted license covering change of frequency, ERP, ant. height, installation new ant. and trans. and changes in ant. system.

KBRC Mt. Vernon, Wash.—Granted license to use old main trans. at main trans. location as auxiliary trans.

WSJS Winston-Salem, N. C.—Granted license covering installation of new trans. (specify type trans.); make changes in ant.-trans. location; changes in DA and ground system and changes in ant. system.

WAYB Waynesboro, Va.—Granted license to use old main trans. at main trans. location as auxiliary trans. daytime and alternate main trans. nighttime with remote control operation.

WTOC Savannah, Ga.—Granted mod. of licenses to operate main and auxiliary trans. by remote control while using DA (condition on main trans.).

KVRD Cottonwood, Ariz.—Granted mod. of cp to change ant.-trans. and main studio locations and type trans.

KORK-FM Las Vegas, Nev.—Granted extension of completion date to March 15, 1962.

Actions of Nov. 3

■ Granted renewal of licenses for following stations: *KASU(FM) Jonesboro, Ark.; KBJT Fordyce, Ark.; KOLT Scottsbluff, Neb.; KRUS Ruston, La.; KTVW(TV) Tacoma, Wash.; WAWK Kendallville, Ind.; WBBQ-FM Augusta, Ga.; *WGVE(FM) Gary, Ind.; WHIO-AM-FM-TV Dayton, Ohio; WKPA New Kensington-Tarentum, Pa.; WMAK Nashville, Tenn.; WMIK Middlesboro, Ky.; WMOV Ravenswood, W. Va.; WPSD-TV Paducah, Ky.

KELK Elko, Nev.—Granted cp to install old main trans. as auxiliary trans.

■ Granted cps to install new trans. for following stations: WEAQ Eau Claire, Wis., condition, and KGHF Pueblo, Colo.

WROS Scottsboro, Ala.—Granted cp to move tower 60 feet and install new ground system.

KCNY San Marcos, Tex.—Granted cp to change ant.-trans. and studio site.

■ Granted mod. of cps to change type trans. for following stations: WMNZ Montezuma, Ga.; WEEE Rensselaer, N. Y.; KRBN Red Lodge, Mont.; WMAF Madison, Fla.

WSMG Greeneville, Tenn.—Granted mod. of cp to change ant.-trans. and main studio location and change type trans.; remote control permitted.

WILY Greenville, N. C.—Granted mod. of cp to change ant.-trans. and studio location; make changes in ground system and ant. system and change type trans.; Granted extnsion of completion date to Feb. 13, 1962.

KONG-FM Visalia, Calif.—Granted SCA on multiplex basis.

KCMB-FM Wichita, Kan.—Granted mod. of sca to change sub-carrier frequency from 42 kc to 67 kc.

WORX-FM Madison, Ind.—Granted authority to remain silent for period ending Dec. 30.

Actions of Nov. 2

■ Granted cps for following new vhf tv translator stations: Chief Joseph Community Services on ch. 13, Bridgeport, Wash., to translate programs of KREM-TV ch. 2 Spokane, Wash., Nor-Sis Tv Corp. on chs. 9 and 11, Weed, Calif. (KVIP-TV ch. 7 Redding, and KHSL-TV ch. 12 Chico, Calif.), via intermediate translators; The Key Club of Dunsmuir, Calif. on chs. 6 and 4, Dunsmuir, Calif. (KHSL-TV ch. 12 Chico, and KVIP-TV ch. 7 Redding); Pines Altos Tv

Continued on page 107

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Nov. 9

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,602	51	101	853
FM	881	51	164	178
TV	487[1]	68	82	132

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Nov. 9

	VHF	UHF	TV
Commercial	468	85	553
Non-commercial	39	18	57

COMMERCIAL STATION BOXSCORE

Compiled by FCC Sept. 30

	AM	FM	TV
Licensed (all on air)	3,600	876	487[1]
Cps on air (new stations)	35	45	59
Cps not on air (new stations)	154	193	92
Total authorized stations	3,789	1,114	657
Applications for new stations (not in hearing)	532	98	32
Applications for new stations (in hearing)	166	26	43
Total applications for new stations	698	124	75
Applications for major changes (not in hearing)	504	71	41
Applications for major changes (in hearing)	116	7	13
Total applications for major changes	620	78	44
Licenses deleted	0	2	0
Cps deleted	1	0	1

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[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Sales managers, assistant and station managers, interested in joining expanding Pa., Florida, radio group in administrative capacities—excellent future—send detailed resume to Box 801H, BROADCASTING.

Independent 250 station going 1000 watts interested in progressive, conscientious man for supervisory position. Must have excellent references and experience. Sober, family man preferred. Send complete qualifications, picture and tape. Brilliant future for high-caliber man. Box 846H, BROADCASTING.

Ready for sales management? California regional with number one Pulse and Nielson, plus top power and lowest CPM, needs full-charge self starter to keep local sales way ahead of competition. Salary, commission, override. Full pitch on yourself, plus references, to Tom Kelly, KAHR, Redding, California.

Sales manager wanted for KUPI, Idaho Falls, Idaho, 1 kw on 980. Take over local sales for this top rated station in a market of 150,000. If you are an aggressive salesman with a proven sales record in medium size market, here's your chance to advance rapidly. Send complete resume, including references, immediately to Gene Riesen, P.O. Box 2557, Idaho Falls, Idaho.

Sales

Progressive single market station is looking for a sales manager interested in settling in growing Texas community city of 10.000. Good opportunity, pleasant working conditions. Must be experienced in sales and prefer air voice if possible. Job is now open but will wait for right application. Box 799G, BROADCASTING.

Salesmanager—for a well established full time New England radio station. Idea man, alert, hard working and aggressive organizer. Must be able to come up with ideas, train salesman and sell on his own. Very competitive market but good opportunity. Box 687H, BROADCASTING.

Sales-operation manager (plus two salesmen) for new (now building) 1-kw-D central atlantic-medium market. Send full resume-photo to Box 729H, BROADCASTING.

Florida. $100 week plus 15%. On collected revenue of $500 per week you get $175.00. On $800 per week you get $220.00. On $1500 per week you get $325.00 per week. Territory unlimited so sky's the limit. Competitive medium metro market on east coast. At least 2 years fulltime radio sales experience. No beginners please. Airmail resume to Box 732H, BROADCASTING.

Single market northeast Texas station looking for a salesman to take over local accounts. . . . Must be willing to do some air or news work. Young growing organization . . . definite advancements. Worth happy employed looking into. . . . Box 797H, BROADCASTING.

New England—Major indie needs good strong salesman. Real opportunity with growing multiple chain for man looking to the future. Resume to Box 837H, BROADCASTING.

Opportunity radio salesman. Salary plus commission. Good market. KFRO, Longview, Texas.

Sales manager for areas #1 station. Guarantee; plus commission. Oklahoma, Arkansas, Missouri and Kansas applicants preferred. Call Gene Humphries, owner, KVIN, Vinita, Oklahoma.

Help Wanted—(Cont'd)

Sales

Suburban & Chicago—Completing increase to 5 kw. Need experienced successful salesman desirous of "moving up." Permanent. 25% commission—advance. Send full details first letter. WEAW, Evanston, Illinois.

Unusual opportunity for advancement in sales with new station in metropolitan market. Resume and photo to H. Behre, WERA, Plainfield, New Jersey.

WCLW . . . 1000 watts . . . 1570 kc. Mature, stable people desired for permanent employment. Engineer-announcer first class license either good or light announcing. Also good announcer or announcer that can be trained. Salesman desired. Copy writer desired. Send all information in first letter and tape to WCLW, 771 McPherson Street, Mansfield, Ohio.

Announcer-salesmen who can sell their programs. Contact WSBC-FM, Chicago 12, Illinois.

Southern group—Top rated metro stations, expanding, seeking two potential managers as salesmen—30-40, married. Guarantee, moving, rapid advancement for creative producer. Area applicants preferred. Send photo—complete resume first letter. McLendon Broadcasting, Box 197, Jackson, Miss.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th Street, Minneapolis 2, Minn.

Announcers

Announcer with first class ticket, maintenance, is secondary. Box 928D, BROADCASTING.

Experienced announcer—sportscaster. 27, desires position with responsibility at well organized station. Sports with complete local promotion speciality. Offer consistent, best of ability work and cooperation. Employed. Box 655H, BRCADCASTING.

Morning man wanted, small market northern N. Y. adult format progressive operation. Experienced air-salesman only. Immediate opening. Send tape, picture and resume to Box 673H, BROADCASTING.

Announcer-engineer to assume staff duties and some maintenance. Must be good announcer, fair technician. Central Atlantic state, tape, photo, resume first letter. Will return. Station plays good pop, c&w music. No r&r. Character and credit references required. Good opportunity for right man. Average salary to start. If you have a ticket and a good voice, don't miss this one. Box 693H, BROADCASTING.

Announcer with well-rounded experience for southwest network station. Box 714H, BROADCASTING.

Capable radio announcer desired by am-fm-tv station. Emphasis on voice quality and intelligent delivery. We are adult operation, not personality format . . . interested in maturity and performance. Above average benefits, pleasant midwestern community. Box 745H, BROADCASTING.

Announcer for fm station in major eastern market. Experienced operating board. $100 per week. Send tape and resume to Box 748H, BROADCASTING. Tapes will be kept on file by station.

Announcer-engineer. Central Pennsylvania station. Our need is immediate. Salary open. Send resume and tape to Box 758H, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Experienced announcer with morning man ability. New Jersey. Adult programming. Resume, references, tape, salary expected first letter. Box 771H, BROADCASTING.

Announcer-salesman, experienced, capable. Announce three hours daily, sell five. Send resume, audition tape, photo. Permanent job, good pay for competent man or woman, salary and commission, on successful small market station. Box 815H, BROADCASTING.

Quality small market station seeks quality announcer. Job permanent on an established, successful station. Send audition tape, resume, photo and salary expected, in confidence. Box 816H, BROADCASTING.

Opportunity married staff announcer. Outline experience. KFRO, Longview, Texas.

Announcer with first phone to live in paradise. Only station in Honolulu suburb. Engineering ability desirable but not vital. Living excellent, all year swimming, sailing, fishing, water skiing. Adult music format. Send photo, tape, salary requirements. K-LEI, Kailua, Hawaii.

Operator-announcer with car, 1st class license, maintenance experience, permanent position. KOAL, Price, Utah.

Wanted staff announcer for good music station—immediate opening. Personality preferred, good pay, benefits. Send tape and resume to WANE, Fort Wayne, Indiana.

Opportunity; for mature, experienced announcer with a knack for entertaining homemakers and the ability to sell them our clients products. Must have a sincere desire to play vital role on air and in community on a permanent basis. Send resume, photograph, tape and salary range to WARA, Attleboro, Mass.

Combination announcer-engineer . . . 1st phone . . . air shift and maintenance . . . top station in area offers much opportunity. Call or write Don MacLachlan, FEderal 1-6300 . . . WBAZ, Kingston, New York.

Small market announcer who's on the ball for WBYS—Canton, Illinois.

Announcer-engineer with first phone. Minimum maintenance. Emphasis on news gathering and writing. Immediate opening. WCCF, Punta Gorda, Florida.

Wanted: Experienced announcer. Pleasant voice and ability to interpret commercials. No screamers. Send tape and resume to: Capps Sutherland, program director, WCLO, Janesville, Wisconsin.

WCLW . . . 1000 watts . . . 1570 kc. Mature, stable people desired for permanent employment. Engineer-announcer first class license either good or light announcing. Also good announcer or announcer that can be trained. Salesman desired. Copy writer desired. Send all information in first letter and tape to WCLW, 771 McPherson Street, Mansfield, Ohio.

Announcer with first class ticket. For WRJC, Mauston, Wisconsin, new station. Maintain 500w transmitter. Send tape. State salary. Inquire John D. Rice, care WCOW, Sparta, Wisconsin.

Suburban Chicago—combo. First class license. Permanent. Open now. $125.00 per week. Complete information and tape to WEAW, Evanston, Illinois.

Sports Director for midwest radio-tv combination, Duties call for play-by-play, regular tv sports show and some news work. Send background resume with tape and picture if possible. Box 728H, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Good announcer needed by expanding organization. Experience, or college training necessary. Send tape, picture, background to WGAD, Gadsden, Alabama.

Have opening for good middle of the road announcer with first phone. Experience in programming desired but not necessary. Contact manager WGAI, Elizabeth City, North Carolina.

New St. Louis area station needs 1st phone man for newscasting. Beginner considered if capable. Write WGNU, Granite City, Illinois.

Michigan daytimer—network affiliate has opening for 1st phone announcer. Prefer family man. Local news experience—permanent employment for competent man. Personal interview necessary. First send tape, resume, salary requirements. J. F. Marzke, WJUD, St. Johns, Michigan.

Announcer to host night-time good music shows, WKRG, Mobile, Alabama.

Immediate opening for experienced radio-tv staff announcer. Call Elgin 5-8611 collect or send tape, resume and photo to Frank Wilson, WMBG-WTVR-TV. P.O. Box 5229, Richmond, Virginia.

New England—immediate opening for music and news man in growing modern operation. Top pay for top man. Only experienced applicants considered. Forward resume, audition to Curt Hahn, program director W-OK-W, Brockton, Massachusetts.

Adult appeal morning man. Experienced. Requirements rigid. $85 start. Call, write pd, WTXL, West Springfield, Massachusetts. REpublic 9-4768.

Newsman with mature, authoritative delivery for opening on world's only all-news radio station. Send tape, resume to Russ Barnett, XTRA News, 5106 Federal Blvd., Suite 203, San Diego 14, California.

Staff announcer for four station small market group. Dignified delivery. No "screamers." Rush tape, photo and resume to Ralph Hooks, Dixie Station, DeRidder, Louisiana.

Immediate placement for experienced announcers with or without 1st phones in Kansas, Oklahoma, or Texas. Send photo, resume, and tape. Stations call us daily for men and your tape will be played back to them. State salary desired and area wanted. Broadcast Placement Service, Box 70, Blackwell, Oklahoma or phone EM 3-4568.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th Street, Minneapolis 2, Minn.

Technical

Chief Engineer-New York State, 90 miles from city. Box 454H, BROADCASTING.

Chief engineer-announcer for stable Indiana station. Opening available after January 1. Send engineering experience references, salary requirements and tape now. All considered, and tapes will be returned. Box 682H, BROADCASTING.

Opening-chief engineer. Strong on maintenance. Capable to do board shift. Minnesota fulltime operation. Single station market. Complete details. Tape, picture. Box 724H, BROADCASTING.

Chief engineer. First rate daytime station. Heavy on maintenance and electronics in general. Box 829H, BROADCASTING.

WCLW . . . 1000 watts . . . 1570 kc. Mature, stable people desired for permanent employment. Engineer-announcer first class license either good or light announcing. Also good announcer or announcer that can be trained. Salesman desired. Copy writer desired. Send all information in first letter and tape to WCLW, 711 McPherson Street, Mansfield, Ohio.

Help Wanted—(Cont'd)

Technical

Chief Engineer some airwork, good working conditions and salary. Contact A. G. Stanley, WTSB AM-FM, RE 9-6056, Box 393, Lumberton, North Carolina.

Wanted, reliable man with first-phone for transmitter duty. Ideal for physically handicapped or retired. $260.00 per month. WTTF, Tiffin, Ohio.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th Street, Minneapolis 2, Minn.

Production—Programming, Others

Girl Friday for Florida coastal medium-market network station. Personable, capable, dependable, write creative copy, some traffic, type logs, simple bookkeeping knowledge helpful. Enclose photo and references and salary requirement. Box 696H, BROADCASTING.

Mid-atlantic. Operation manager for independent. Experienced in traffic, copy, at all phases station operation. Send resume, photo and expected salary to Box 744H, BROADCASTING.

Immediate opening program director and maintenance engineer-announcer combination, need all information—first contact, Box 788H, BROADCASTING.

If you are creative and can write effective commercial copy and have a good commercial voice, send resume and audition tape immediately to Box 796H, BROADCASTING.

Newsman for local news operation. Top pay for market. Tape, resume, and picture to KBRZ, Freeport, Texas.

Good news man wanted by one of the finest small station operations in USA, located in So. California desert, with the greatest weather around. Captive audience, no newspaper or other radio competition. Over, 25,000 people rely on us as only source for daily news. Want man to take charge news operation. Must be good writer-reporter, as well as air man. Typing as readable to others as to self. Complete data and tape, minimum salary . . . KDHI, Twentynine Palms, California.

Experienced farm director with big and practical ideas on agricultural broadcasting. For big and practical KSOO Sioux Falls, South Dakota. Sales and tv opportunity can be yours in addition. Here's a real job with great future. Resume and tape to Ray Loftesness KSOO, Sioux Falls, South Dakota.

News director to take over established department that emphasizes responsible reporting. ABC affiliated station. WBYS—Canton, Illinois.

Immediate opening on staff of award winning news department. Prefer young, aggressive newsman. Only those trained and experienced in radio journalism with a warm, authoritative sound need apply. Top pay and talent. Send complete resume with references and tape to: WCKR, P.O. Box 38M Miami, Florida.

RADIO

SITUATIONS WANTED

Management

I'm a wanted man . . . Salesmanager, top 50 market. Loyal and dynamic, outstanding track record in highly competitive market, have figures. Present AAA-I rated employer wants me—but I want opportunity for greater growth . . . perhaps you need a wanted man. Box 504H, BROADCASTING.

Qualified responsible position manager, sales manager adult programmed community station. Box 709H, BROADCASTING.

Situations Wanted—(Cont'd)

Management

General manager . . . available around first of year. Present station being sold. 15 years experience all phases. 37. Family, sober. Active in community affairs. Excellent recommendations include present employers. Organize and develop new station or administer operating concern. Active in sales, etc. First phone many years. Prefer western market 20-50,000 or perhaps small group. Would like eventual partial or full purchase opportunity, though not essential. Box 616H, BROADCASTING.

Prefer medium market—35—family man. College graduate, first phone—eleven years commercial radio—part two years public relations capacity with agency contacts. Previous managerial experience. Box 807H, BROADCASTING.

Ya got trouble? Imagination tempered by stability, youth complimented by experience. Excellent background. Box 810H, BROADCASTING.

Management-production - sales - engineering team to form the nucleus of your new station or revitalize your existing operation . . . am or fm. Four steady, family men, each a specialist in his field and all on & off the air salesmen will increase your gross. All experienced in major (Chicago, Detroit, Ft. Wayne, Long Island Kansas City) and smaller markets. All now operating in Chicago area. Write Box 814H, BROADCASTING.

Assistant manager—program director. 39 years old, family man, 19 years radio-tv. Expert on FCC form 303, section IV. Presently responsible for production, film-buying, traffic, continuity, art, news, public service. Handle network and close association with national rep. Full particulars and personal interview on request. Box 834H, BROADCASTING.

Management—sales. Are you looking for a good man? Successful—experienced. Try me. Medium to small market. Available . . . January. Box 835H, BROADCASTING.

Will trade 5% of my southern California 5000 watt radio station for ownership and management contract in your station. California preferred. Box 841H, BROADCASTING.

General manager, strong on sales. 25 years solid top level experience, ground up radio-tv station development, same group. Station sold. Agency, network, Washington contacts. Best references. Box 847H, BROADCASTING.

Late on top pop records? Does your competition seem to have you beat? Then be first-really first in your market with all the latest top pop artists-all labels-mailings 3 times a week-two week trial-no obligation. T. R. Productions, 830 Market, San Francisco, California.

Sales

Money hungry—straight commission salesman wants larger billings. Do you? Box 792H, BROADCASTING.

Executive type salesman wants to relocate in television or radio. Eight years of solid, successful sales background, including local, regional and national. Sales and management. Best record and references. Midwest market preferred. Box 802H, BROADCASTING.

Announcers

DJ, announcer, newscaster, experienced. Do tight work, run board. Sportscaster. Box 562H, BROADCASTING.

Announcer—disk jockey, young, some experience. Prefer eastern seaboard, desire to settle down. Box 645H, BROADCASTING.

Radio-tv announcer seeks position in New England. Married, steady. Box 653H, BROADCASTING.

Announcer-dj. AM-TV. Experience runs gamut of Tchaikowsky to Tchubby Tchecker. Top ratings and top money in 1,500,000 market. Minimum $150. Box 678H, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Outstanding personality, 6 years, finest references. Age 26. Expecting first child this spring. Minimum $150 to support it. Box 707H, BROADCASTING.

Program director, experienced, good music, similar operation. Good air work. Box 718H, BROADCASTING.

Top sportscaster looking for sports minded station. Finest of references. Box 720H, BROADCASTING.

Experienced Negro announcer 2 years commercial experience. Does everything well. Tape on request. Box 722H, BROADCASTING.

Those who've heard agree—best basketball announcer ever. Request tape and decide for yourself. Presently doing small college sports; desire bigger set-up. 6 years experience. Box 765H, BROADCASTING.

Experienced major college basketball play-by-play sportscaster. Good interviewer. Box 778H, BROADCASTING.

Negro fm announcer seeks FM station or AM non r&r. Strong news, dj, board. Box 779H, BROADCASTING.

California, Arizona, New Mexico—10 years with production, sales, color, sports. Family man. Desire permanent position. Taped biography. Box 780H, BROADCASTING.

Deejay four years experience, desires top forty operation in medium-major market. Box 781H, BROADCASTING.

Trained college graduate seeking announcing position—news and dj show. Resume and tape audition available. Box 782H, BROADCASTING.

Sportscaster. Seven years experience. Have done 50 to 75 games play-by-play yearly. Baseball, basketball tops. Good references. Appreciated by audience but unappreciated by present employer. 26. Single. Veteran. I've done it all, news, dj, etc. Iowa preferred. Box 783H, BROADCASTING.

Southwest combo 1st FCC. Love those letters from good stations. Box 786H, BROADCASTING.

Announcer, dj, fast board, mature voice, experienced, want to settle. Box 799H, BROADCASTING.

Announcer-deejay . . . now employed northeast. On air nine years. Broad experience. Will go anywhere for better opportunity. Interested in top 40 or adult programming. Box 804H, BROADCASTING.

Announcer. Versatile. Adaptable. Excellent references prove hard worker. Call middle atlantic states home. Box 805H, BROADCASTING.

DJ, sports, utility, 7 years experience, draft exempt, midwest please. Box 813H, BROADCASTING.

Boston top 40 personality with best ratings at station, desires move to metro market or pd. At major in east. Personality show with voices, inserts. Reasons for move can be easily explained by current management with high recommendation. I can produce for you as I have here. Formerly p.d. in major eastern before Boston. Box 817H, BROADCASTING.

Sports director with 6 years play-by-play ready to move up. Looking for station that carries minor league baseball; and/or college basketball and football. College graduate. Married. Locate anywhere. Box 818H, BROADCASTING.

Top 40 dj with first phone—1½ years experience. Now employed. Prefer south but will consider all—tape available. Box 820H, BROADCASTING.

First phone, married, 1 child, reliable, sober, 29. Military obligation completed. Permanent position. No experience. Willing to work hard. Box 822H, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Experienced announcer with smiling personality. Good young dj. Station promotion is my specialty. Play by play on major sports. TV production background. Will relocate. Box 794H, BROADCASTING.

Experienced announcer seeks advancement into larger market. Vet, college, married. Box 827H, BROADCASTING.

Negro announcer, dj, tight format, newscaster, mature voice. Family man. Will travel. Box 828H, BROADCASTING

Top rated dj major market wants to relocate New York city fringe area. Box 831H, BROADCASTING.

Experienced, bright, happy sounding announcer seeks stable position with your station, tight board, not a floater. Box 833H, BROADCASTING.

Announcer—four months experience as summer replacement. Graduate of A.T.S. Will send resume and tape on request. Box 836H, BROADCASTING.

Talent-imagination-loyalty—that's what past employers say about this 28 year old draft exempt veteran who is married, has 6 years experience in modern radio as pd, nd, dj and has always had or created a number 1 pulse rating in medium or large market. Looking for organization where he can settle. Minimum salary $150 per week. Available immediately. Call 853-5635 or write Frank Malone, 6503D Military Highway, Norfolk, Virginia.

Country music dj., first phone, draft exempt, family. 4691 Primm, St. Louis, Missouri. Call FL 1-2179.

Successful announcer-chief engineer wants permanent position in adult radio. Family man. Jim Harris, Route 1, Box 916, Columbus, Georgia. FA 7-3028.

Experienced in announcing and sales. Bill Huntington, 9952 Schiller, Franklin Park, Illinois.

Have ticket will travel: top 40 or country in New Mexico, Oklahoma or Texas. Ray Smith, 1306 3rd. N.W., Albuquerque, New Mexico.

Top 40 dj., available in January. Now in #2 market. B.S. degree. Write now for aircheck. Married. N. Ward, 20764 Hartland #2, Canoga Park, California.

Technical

1st phone, age 43. 5 years chief engineer 5 kw da & fm, 7 years transmitter engineer. 3 years mobile radio, 4 yrs. technician & asst. radio engr. r & d radar and marine transmitter. Graduate army and civilian radio school. Amateur license. Car, married, family. Mechanical inclined, available on 2 weeks notice. Box 547H, BROADCASTING.

Engineer, young and unattached, willing to relocate for good pay. Experienced in am-fm operation, studio work, and remotes. Presently employed chief engineer in Detroit. Top references. Box 774H, BROADCASTING.

First phone, family, desire permanent position, radio or television. Available Jan. 8. Prefer Ohio. Box 806H, BROADCASTING.

Experienced first phone, good chief. Announcing fair, music selection good. $95 week. Car. Ten days notice. Relocate south, west. Box 830H, BROADCASTING.

Production—Programming, Others

Producer-director—long on creativity—short on opportunities to use it. Ten years experience. Complete production background. Box 775H, BROADCASTING.

Reporter-mature journalism graduate, limited experience. Available immediately. Prefer midwest or west. Box 776H, BROADCASTING.

GO-getter. Production man experienced all phases. Film, studio, announcing, traffic. Young, married. Prefer mid-west. Box 784H, BROADCASTING.

Television art director or creative artist: 2½ years performing and directing two and three-dimensional design for television plus promotional art. 6 years college. Family responsibility. Interested in growing operation. Box 843H, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Metro-radio and multiplex operations. Program director — announcer — sales. Seven years am-fm programming-production. Three years multiplex sales—programming. Good music programming on your am-fm and/or multiplex operation. Desire group or stable independent. Write to: Box 785H, BROADCASTING.

Versatile, aggressive newsman, 3 years commercial radio experience including New York city area. Want location strong news minded station, handle all phases gathering, editing, delivery. Married, 30. Especially interest California, Arizona, Colorado, but will listen to other possibilities. Available immediately. Box 790H, BROADCASTING.

Experienced newsman, 2 years commercial plus 3 years AFRS. Want news situation not top 40. Salary secondary. Presently employed New York area but available immediately. Best references. Box 791H, BROADCASTING.

Programming-director, medium; assistant, major market, 12 years writing, public affairs, adult music, announcing, programming. Creative ideas. Box 800H, BROADCASTING.

Sports director—radio or television. Now public relations director with professional sports organization—thirteen years play-by-play football, basketball, baseball, all phases of sports—35. Married. First phone will travel for interview. Box 808H. BROADCASTING.

Attention fine music and fine arts stations . . . Wrote and directed industries first qualitative survey of an fm audience; six years as announcer, writer, producer, and operations manager for the nation's finest fm station; as program director and operations manager, brought new top ten market fm station into programming dominence and commercial success in one year; network quality announcer; well-versed in program guide production; degree from Northwestern University; interested in permanent position with and possible investment in quality major market operation. Box 809H, BROADCASTING.

Sales oriented program director/manager. Excellent background, references, airwork. Family. 32. Box 811H, BROADCASTING.

Jack of all trades! Performer of 10 years-ready for behind the scenes. What have you? P.D., production, news, sports, music, copy, traffic. Yes, well-versed in all—in all types programming. Prefer metropolitan! Box 832H, BROADCASTING.

Newsman — experienced, competent all phases news operation. Seeking station with mature news concept. Tape, resume, references. Box 586H, BROADCASTING.

News or public affairs director. Radio and/or television. National award winner. Special events, documentaries, public affairs, editorials. References. Now 50 kw. Box 607H, BROADCASTING.

TELEVISION

Help Wanted—Sales

TV sales experience. We have an opening for you. Draw-commission, no ceiling, profit sharing, insurance and vacation. Write KFBB, Box 1139, Great Falls, Montana.

Technical

Engineer of good character, best technical qualifications for south Texas vhf. Box 715H, BROADCASTING.

Have immediate opening for chief engineer at small market vhf station in upper northeast. Must be experienced, strong on maintenance. Good pay to right man. Box 743H, BROADCASTING.

Transmitter operator for KMVI-TV, Maui. Television experience not necessary, but valid first class radio-telephone license is essential. Work 40 hours in three days, four days off each week. Write or call KMVI-TV, Wailuku, Maui, Hawaii.

Help Wanted—(Cont'd)

Technical

Immediate opening first phone. Switching, some maintenance. 48 hour week. Growing station. Call or write Jerry Goff, KNOP-TV, North Platte, Nebraska.

Studio technician experienced for expanding operation. Scale to $170.00. Send resume and references to Chief Engineer, WTTW, 1761 Museum Drive, Chicago 37, Illinois.

TV transmitter engineer, first phone license, no experience necessary. Contact Jerry E. Smith, V.P. for Engineering, P.O. Box 840, Corpus Christi, Texas.

1st phone, vhf and tv transmitter operation, installation and maintenance experience. Considerable travel involved, some foreign. Send resume to; Mr. D. K. Thorne, RCA Service Company, Cherry Hill, Camden 8, New Jersey. An equal opportunity employer.

Production—Programming, Others

TV production, news and film people have an opportunity in California. See ad in display column under Television Help Wanted Management.

Attractive and unusual opening at full power vhf for qualified girl for several time weekly live studio show along with part time secretarial responsibilities to general manager. Submit immediate resume and photo-include film clips and tape if available. Mrs. Richard, Personnel, KSOO-TV, Sioux Falls, South Dakota.

TELEVISION

SITUATIONS WANTED

Management

Selling general manager. 37; college graduate; thoroughly experienced 18 years—8 years television. Can triple ratings and profits; enhance quality image. Have done it; am doing it. Box 626H, BROADCASTING.

Salesmanager or salesman. Somewhere there is an ethical, reliable, stable, honestly-run tv station that needs a salesmanager with the same qualifications. I've had sixteen years experience, from radio announcer, thru radio management, local, regional, national tv sales to general sales manager major tv market. After being led astray by half truths, unkept promises and dollar signs, I now only want the opportunity to get back on the right track with a good station, and show you what I can do. Since I'm in a spot (available immediately in other words) I'll consider any type sales from local up if there is an honest chance for advancement. Minimum $10,000.00. Let's talk it over. Box 751H, BROADCASTING.

Sales

Big profit pack—see Announcers.

Announcers

Big profit pack—Very successful two man kids show. Outstanding 30 min. film as part of resume. Thirteen years experience including network. TV producing-directing (including 17 camera military unit) announcing, news-casting-writing, promotion, technical, sales. Radio dj, technical. Box 733H, BROADCASTING.

Experienced tv announcer, wants job in N. C., S. C., Georgia, Virginia, Florida. Top references, single, steady, good appearance, good voice. Box 766H, BROADCASTING.

Employed dj wants back into television. Seven years announcing qualifies me. References. Veteran. Box 803H, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Local ad agencies, colleagues, even management, think I have major market ability. Excellent appearance, good voice. More than 10 years announcing, including 5 tv. High personal announcing standards, booth or live. Box 812H, BROADCASTING.

Technical

Attention midwest: 7 years experience in studio operation and maintenance, also construction. Middle-aged, family. Desire same position with advancement potential. Let's QSO. Box 769H, BROADCASTING.

Engineer: 10 years tv experience in color, net, remotes and videotape. 3 years asst. C. E. Married and reliable. Box 770H, BROADCASTING.

Production—Programming, Others

Big profit pack—see Announcers.

Program manager and/or operations manager—over eight years in production and operations—four years programming. Excellent references. Prefer west or southwest. Box 636H, BROADCASTING.

Six years experience news. Film, camera, production and photography. Box 679H, BROADCASTING.

Experienced news director with proved news-in-depth record in competitive markets. Top airwork, references. Box 684H, BROADCASTING.

Film editor available December 1st. 10 years in tv—5 in radio. Mature, sober, reliable male. Up thru the ranks. Can operate your film library on small budget. Can double as announcer, actor, film technician. Must move to warm climate, southeast, southwest or far west. Box 690H, BROADCASTING.

Experienced woman tv and radio personality available immediately-prefer N.E. Highest references—"on camera" interviews, commercials, special events, model clothing-remotes-write copy. Interested in opportunity. Box 699H, BROADCASTING.

Imaginative young woman—seeks creative position in tv production. Interested in drama, documentary, and public affairs programming. College graduate—tv, drama, film background. Experience in educational tv. Excellent references. Prefer NYC or California area. Available after January. Box 772H, BROADCASTING.

Film program manager 13 years in one of top 15 markets, major NBC affiliate in southwest. As department head, responsible for film buying, personnel supervisor, administration. Full knowledge all phases radio and tv programming, production, and operations. Single woman, personable, excellent references. Write Box 787H, BROADCASTING.

Documentary writer, producer, director, cinematographer, editor. Experienced. Young. References. Box 793H, BROADCASTING.

Film editor, 4 years experience, draft exempt. What do you have to offer? Write P.O. Box 3026, Columbia, South Carolina.

FOR SALE

Equipment

Tower—excellent condition—1120 feet high less antenna-50 pound design, elevator, now standing may be inspected. Available in about 12 months. Box 337H, BROADCASTING.

RCA MI-7330 50 kw short wave broadcast transmitter, 6 to 22 mc. For further details Box 640H, BROADCASTING.

Used general precision lab-16mm Kinescope recorder—latest model—electronics in good condition. Camera not used since being placed in new condition by factory. Contact Box 742H, BROADCASTING.

For Sale—(Cont'd)

Equipment

3 kw Western Electric fm transmitter. In service. Excellent condition. Available 30 days. Priced to sell. Box 821H, BROADCASTING.

2 automatic (45 rpm) turntables & controls (BQ-103 RCA) 2 turntable equalizing pre-amplifiers (BA-26A RCA). One turntable with controls and pre-amplifier priced at $995.00. This equipment used only four months. Both machines are equipped with remote control cueing. For inspection and contact, write or call WEAM, 1515 N. Court House Rd., Arlington, Va. Jackson 7-7100.

GE 1 kw fm transmitter in good condition with complete set of tubes. Eight extra final tubes included. WFMB, Nashville, Tennessee.

Magnecord 814 tape player. Three speed, 8-hour reels. In good condition. Cost $700.00, sell for $225.00. WFMB, Nashville, Tennessee.

Ampex and Magnecord tape recorders and other recording and audio equipment for sale at best possible prices. Write for list. . . . Fidelity Sound, Inc., P.O. Box 5455, Jacksonville, Florida.

Complete inventory of Ampex, Magnecord & Viking spare parts. Used PT6-JAH's—$150.00 up. Auto-trans $350.00 Gates Radio Company, 2700 Polk, Houston 3, Texas.

Am, fm, tv equipment including monitors, 5820, 1850, p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. **Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.**

WANTED TO BUY

Equipment

Good used RCA TK-41 color camera . . . contact Box 741H, BROADCASTING.

Wanted. Used Auricon cine-voice, preferable converted; no sound, 3 lens turret. Write Box 768H, BROADCASTING.

Wanted—used 1 watt microwave link. Must include audio diplexing equipment. Box 789H, BROADCASTING.

WANTED TO BUY

Stations

Radio station in Ohio, Indiana, Illinois, Michigan or Wisconsin. Have $30,000 down. Send details. Box 522H, BROADCASTING.

Wanted to buy an individual: Radio station in Wisconsin or Minnesota. Size not a factor. Will pay cash or any way seller desires. Please give full particulars about the property. Write Box 691H, BROADCASTING.

Penna: wanted-radio station within 50 miles radius of Pittsburgh. With a good potential. Box 844H, BROADCASTING.

INSTRUCTIONS

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

INSTRUCTIONS—(Cont'd)

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting January 3, March 7, May 9, July 11. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

FCC first class license in 6 weeks. We are specialists. We do nothing else. Small classes. Maximum personal instruction. One low tuition covers everything until license secured. Pathfinder Method, 5504 Hollywood Blvd., Hollywood, California.

Elkins Radio License School of Chicago—**Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License.** 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

Station promos—new—different giant list of 80-50¢. Box 819H, BROADCASTING.

Will swap 250 watt transmitter for new Ampex 300. Call 583-2727, w. THE, Spartanburg, South Carolina.

"Deejay Manual," a complete gagfile containing adlibs, bits, gimmix, letters, patter . . . $5.00: Show-Biz Comedy Service, 65 Parkway Court. Brooklyn 35, N. Y.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Business Opportunity

Am looking for partner in progressive radio station in intermountain area population 119,000, would like you to be willing to invest $45,000 for 45 percent of station with option to buy 50 percent. Station is 1000 watt daytimer currently in black. Box 579H, BROADCASTING.

Ex Zivman wants to invest in Florida or Hawaii radio station and participate actively in sales and/or management. Investor is experienced in radio, television, newsprint and syndicated film sales. Box 838H, BROADCASTING.

RADIO

Help Wanted—Management

MANAGER WANTED

Indiana 1,000 watt fulltime, city of 100,000, wants a man who is currently employed as manager. Good executive and good salesman (must handle $50,000.00 himself in local billing). Know sales nationally. Must have social wife so couple can fit into community fast. Must know all about running a radio station, handling personnel, FCC rules, etc. Must have good background and lots of radio references. All info confidential. Air mail picture and complete story to *Box 617H, BROADCASTING.* HARD WORKER WHO WANTS TO ADVANCE and MAKE $15,000.00 Plus Now, and $25,000.00 three years from now—APPLY!

Help Wanted—(Cont'd)

Announcers

$12,500 for
SWING JOCK

Top 40 highly rated in America's top 7. North Eastern station has immediate opening for mature sounding personality D. J. All replies confidential. Tape and resume to:

Box 823H, BROADCASTING

Technical

ENGINEER

Need staff engineer for office and field work in connection with AM, FM, TV, and Microwave activities. Please furnish review of qualifications, interests, and availability. Standards must be high.

A. Earl Cullum, Jr.
Consulting Engineers
P. O. Box 7004
Dallas 9, Texas

CHIEF ENGINEER

5KW New England Big City Station. Must be excellent creative studio and transmitter engineer. Forward looking mgt. Wonderful future if you know your stuff and are not a "lazybones." Detail experience, references in confidence to:

Box 825H, BROADCASTING

CHIEF ENGINEER

To take over Engineering Department of aggressive MUZAK Company in Washington, D. C. Must be thoroughly experienced in layout, design and installation of major Sound and Public Address Systems. Knowledge of radio and television transmission and receiving facilities helpful, with knowledge of repair and maintenance of Multiplex receiving equipment for background music reception. Please write giving details of background and salary desired. Send snapshot if possible. All replies will be held strictly confidential.

MUZAK in WASHINGTON
1341 "L" Street, N.W.
Washington, D. C.

RADIO

Situations Wanted—Management

HUSBAND AND WIFE
MANAGEMENT TEAM

With $20,000 or $25,000 to invest in small or medium size midwest fulltime radio station. Completely versed in national, regional and local sales as well as the financial aspects of station operation. Write Box 3276, Grand Central Station, New York 17, New York.

Production—Programming, Others

12 years experience in radio & tv in major eastern market within multiple station operation. All phases of production, operations, continuity and traffic. Want to relocate for added responsibility and new challenges in major market area. Box 708H, BROADCASTING.

NEWCASTER

Radio-TV News Director-Newscaster desires more challenging opportunity. Presently doing 2 radio newscasts (50KW) plus 2 television newscasts (same sponsor 7 years. I have 6 National, State, and local awards, and the #1 rating in one of the largest multi-station markets in the country. Box 767H, Broadcasting.

NEWS DIRECTOR
$10,000 to start

You write, live, breath news. You're a self starter who writes, announces and understands fast paced modern news for top 40 station in large eastern mkt. Write in confidence, tape, resume to:

Box 824H, BROADCASTING

NEWSMAN

Due to Unforeseen Situation, we must reluctantly let an A-1 newsman go. Good background. An asset to any AM/TV newsroom. He's reliable, versatile young man devoted to news. We highly recommend for position in top 25 markets. Box 826H, BROADCASTING.

Proven Successful
Radio Program Mgr.
will guarantee results
in exchange for station
management training.
Phone 412:661-6648

TELEVISION

Help Wanted—Management

OPPORTUNITIES IN CALIFORNIA

Have you considered the possibility of changing from your present position to a better opportunity?—Either now or later? We want to build an active personnel file of the most capable people in our profession for openings both now and later.

We operate radio, tv and fm stations in California (not S.F. or L.A.). We are number 1 and expanding. We have immediate openings in television traffic, radio and tv sales, and we need an artist who knows promotion thoroughly: Also executive secretaries.

Regardless of what you are doing now if you are versatile and have experience and ability in any phase of broadcasting we would like to hear from you. Teamwork and responsibility are vital. We offer permanency, stability and require the highest professional standards. We will answer all replies and tell you all about our stations that are located in the most beautiful sections of California. Good salary, excellent working conditions and fringe benefits Write now to:

Box 737H, BROADCASTING

EMPLOYMENT SERVICE

HIRING?

RADIO OR TV • MANAGEMENT
ANNOUNCERS • ENGINEERS
PRODUCTION
All degrees of experience
QUICK RESPONSE NO OBLIGATION

WALKER EMPLOYMENT SERVICE

Jimmy Valentine
83 So. 7th St.
Broadcast Division
Minneapolis 2, Minn.
FEderal 9-0961

MISCELLANEOUS

MOVING?
SEND FOR BOOKLET

A free, 16-page booklet prepared by Burnham Van Service, Inc. can give you helpful, work-saving, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do are among the topics included. Write for your free copy. No obligation.

Chuck Swann,
Burnham Van Service,
1634 Second Avenue,
Columbus, Georgia

RADIO STATION FINANCING

Jay J. G. Schatz

Continental Illinois Bank Bldg.
231 So. LaSalle Street
Chicago 4, Illinois

INSTRUCTIONS

THE AMERICAN
DISC JOCKEY SCHOOL

Offers fully trained and commercially oriented personnel. What are your needs? News • Sports • C&W • Top 40 • Jazz Sales • Programming • Men • Women

HELENA BLDG., NORFOLK, VA.

State Need—Tape, Photo, Resume Rushed

FOR SALE

Equipment

950 MC STL
MODEL PCL-2A

Ideal to replace costly wire program circuits for AM, FM, and TV broadcasting. Eliminate second party—YOU maintain full control over link. U.H.F. antennas included. Leasing terms available.

MOSELEY ASSOCIATES

4416 Hollister Ave., P. O. Box 3192
Santa Barbara, California

Drastically reduce overhead with complete, practically new Shaler-Aitken Automated Programming System Custom-designed 24-position random switching sequence featuring pre-sensing Ampex and Altafonic tape playback, automatic-cueing Seeburg, additional 24-position 10-cartridge MacKenzie. Full remote control, automatic clock panel, all accessories. Ready to operate both fully- and semi-automatic. Changes in management-format force sale. Liberal financing. Box 777H. BROADCASTING.

FOR SALE

Stations

Mid-West. Non-competitive. Single Market. Fulltimer within 150 miles of Indianapolis. Grossing over $94,000.00 last 12 months. Excellent terms. Around $45,000.00 down, balance 7 to 10 years. 1000 Watts daytime and 250 Watts nighttime. Direct sale—not handled by brokers.

Box 754H, BROADCASTING

For Sale—(Cont'd)

Stations

WEST COAST
MAJOR MARKET

Well known and substantial regional full time facility in one of the Nation's better growth markets. Average annual sales in excess of $500,000 with excellent earnings record. Realistically priced for immediate sale.

Box 574H, BROADCASTING

A class B maximum power FM stereo multiplex radio station in the second largest FM major market—Boston, is for immediate sale. Presently with national and local sales billing.

Population over 3,500,000.

All brand new RCA and H. H. Scott broadcasting stereo equipment. Excellent coverage. Will sacrifice with terms at $75,000—30% down. Priced for immediate sale.

Box 702H, BROADCASTING

SINGLE MARKET—Due to the recent passing of my husband—must sell fine Texas single market station. Ideal for family operation—all new—making profit—terms. Box 795H, BROADCASTING.

HAWAII

Cash sales in excess of $10,000 monthly. Priced at about one and one-half times annual gross with terms available to buyer with good background.

Box 840H, BROADCASTING

$500,000 CASH

That's what our client has available—seeking good properties in Florida, the south, and midwest. Client more interested in good facility than earning record.

Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOgan 6-7843

Bob Flynn **Myles Johns**

For Sale—(Cont'd)

Stations

HASKELL BLOOMBERG

Station Broker, Lowell, Mass.

New Eng.—$150,000; $200,000; $350,000. No. Car.—$150,000. $200,000. Penn.—$90,000. Ala.—$125,000; $200,000. Kans.—$85,000. Tv-Ariz.—$150,000. Ida.—$65,000. Minn.—$65,000. Tv-Am-New Mex.—$300,000. Ga.—$300,000. Wyo.—$100,000; $150,000. Ark.—$80,000. Miss.—$125,000. Fla.—$55,000; $125,000; $175,000. Tenn.—$85,000. Utah—$70,000; $325,000. Ariz.—$225,000; $425,000. Mont.—$150,000. Colo.—$210,000. New York—$120,000. Tex.—$400.000. W. Va.—$50,000; $110,000. Please write.

Midwset	single	500w d	100M	terms
Georgia	single	daytime	45M	25dn
West	small	VF-TV	150M	29%
New York	medium	daytime	120M	29%
Calif.	suburban	1kw-D	100M	29%
South	metro	fulltime	175M	cash
Texas	metro	1kw-D	225M	29%
South	Negro	low freq	75M	29%

And others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

EXPERIENCED MANAGER

For Florida station being purchased by our client who is seeking manager. Believe manager should be part owner. Small amount required.

Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOgan 6-7843
Bob Flynn Myles Johns

Southwest medium TV-Radio $305,000—Texas single regional money-maker, one of the nicest physical plants and best equipped single market station in country $145,000 with only $32,500 down, 15 yrs. on balance—Texas metro regional, over $52,000 cash flow profit 1960, $250,000—Southern major profitable fulltime regional $365,000—Louisiana single, growing market $40,000—Florida major power $237,000—Texas single, exceptionally well equipped and excellent plant, good city, good area, $59,750—Texas medium fulltimer, making money, lots equipment top condition. $160,000—Okla. single, profitable, terrific area. $100,000—Louisiana single $26,950—We have what you want, or we will get it for you!

PATT McDONALD CO.
Box 9266—GL. 3-8080
AUSTIN 17, TEXAS

AN INVITATION

To assist us in our hospitality suite during the NAB Fall Conference in Jacksonville.

Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOgan 6-7843
Bob Flynn Myles Johns

For Sale—(Cont'd)

Stations

STATIONS FOR SALE

CALIFORNIA. Daytimer. Asking $75,000. $15,000 down.
WEST SOUTH CENTRAL. Exclusive. Daytime. $10,000 down.
NEW ENGLAND. Daytime. Asking $85,000. 29% down. Will negotiate.
UPPER MIDWEST. Daytime. Exclusive. Asking $65,000. Terms.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif HO. 4-7279

FM STATION
DETROIT
For immediate sale.
Woodward 3-7240.

Continued from page 100

Assn. on ch. 11, Silver City, N. M. (KELP-TV ch. 13 El Paso, Tex.); Chamber of Commerce of Fort Sumner, N. M. on ch. 10, Fort Sumner, N. M. (KVER-TV ch. 12, Clovis, N. M.).

▪ Granted cps to install new trans. for following stations: KTLW Texas City, Tex.; WGOK Mobile, Ala.; KBRZ Freeport, Tex.

▪ Granted mod. of cps to change type trans. for following stations: WRTA Altoona, Pa.; KFLY Corvallis, Ore.; WCNH Quincy, Fla.

KURA Moab, Utah—Granted mod. of cp to change ant.-trans. and main studio locations.

K71BB Daggett, Calif.—Granted mod. of cp to change to ch. 71 and make changes in ant. system.

K11AE, K13CU Newcastle, Wyo.—Granted mod. of cps to change make of trans.

K11CY St. Johns, Ariz.—Granted mod. of cp to change primary tv station to KVOA-TV (ch. 4) Tucson, Ariz.

K11AQ Stanford, Mont.—Granted mod. of cp to change make of trans.

K02AO Rexford-Gateway, Mont.—Granted mod. of cp to change make of trans.

WGPR(FM) Detroit, Mich.—Granted mod. of cp to increase ERP to 39 kw; change main studio location and remote control point; type ant. and type trans.; remote control permitted.

WOOD-FM Grand Rapids, Mich.—Granted mod. of cp to change type trans.; type ant.; increase ERP to 265 kw, and decrease ant. height to 810 ft.

▪ Following stations were granted extensions of completion dates as shown: KFBK-FM Sacramento, Calif., to May 1, 1962; WNFM(FM) Naples, Fla., to April 8, 1962; KAIM-FM Honolulu, Hawaii, to Feb. 22, 1962; KFLY Corvallis, Ore., to April 23, 1962; WMIN St. Paul, Minn., to Dec. 30; WMRN Marion, Ohio, to Jan. 8, 1962; WBAL Baltimore, Md., (main & aux. trans.), to May 8, 1962; KUDL Fairway, Kan., to May 1, 1962.

Actions of Nov. 1

WFST-AM-FM Caribou, Me.—Granted transfer of control from Forrest S. and Jean K. Tibbetts to Elbridge F. Stevens Jr., and R. Murray Briggs, voting trustees; consideration $150,000.

WAYL(FM) Minneapolis, Minn.—Granted cp to install new trans.

KAPT Salem, Ore.—Remote control permitted.

▪ Granted renewal of licenses for following stations: WAPL Appleton, Wis.; WATW Ashland, Wis.; WAUX Waukesha, Wis.; WBEL S. Beloit, Ill.; WCFL Chicago, Ill.; WCIL Carbondale, Ill.; WCLO Janesville, Wis.; WCWC Ripon, Wis.; WDUX Waupaca, Wis.; WDZ Decatur, Ill.; WECL Eau Claire, Wis.; WFHR Wisconsin Rapids, Wis.; WHBF Rock Island, Ill.; WHBY Appleton, Wis.; WHSM Hayward, Wis.; WIGM Medford, Wis.; WILL Urbana, Ill.; WISV Viroqua, Wis.; WJBC Bloomington, Ill.; WJBD Salem, Ill.; WJMC Rice Lake, Wis.; WKAI Macomb, Ill.; WKAN Kankakee, Ill.; WKBH LaCrosse, Wis.; WKRO Cairo, Ill.; WLBK DeKalb, Ill.; WLIP Kenosha, Wis.; WMBI Chicago, Ill.; WMIL Milwaukee, Wis.; WMOK Metropolis, Ill.; WOBT Rhinelander, Wis.; WOKZ Alton, Ill.; WPFP Park Falls, Wis.; WRIG Wausau, Wis.; WQMN Superior, Wis.; WRMN Elgin, Ill.; WSBC Chicago, Ill.; WTAQ La Grange, Ill.; WTCH Shawano, Wis.; WCLO-FM Janesville, Wis.; WELG(FM) Elgin, Ill.; WFMQ(FM) Chicago, Ill.; WIAL(FM) Eau Claire, Wis.; WJBC-FM Bloomington, Ill.; WBAY-TV Green Bay, Wis.; WHBF-TV Rock Island, Ill.; WKOW-TV Madison, Wis.; WTMJ-TV Milwaukee, Wis.; *WILL-TV Urbana, Ill.; WXMT Merrill, Wis.; WITI-TV Milwaukee, Wis.; WOPA Oak Park, Ill.

Actions of Oct. 30

▪ Granted cps for following new vhf tv translator stations: Four Corners Tv Club on chs. 7 and 13, Dolores, Cahone and Dove Creek, Colo., to translate programs of KOAT-TV ch. 7 and KGGM-TV ch. 13 Albuquerque, N. M., via intermediate translators, conditions; Marathon Tv Co. on ch. 9 Seward, Alaska (KENI-TV ch. 2 Anchorage. Alaska); Long Valley Tv Assn. on ch. 5 Whitemore Hot Springs, Calif. (KOLO-TV ch. 8 Reno, Nev.); Boulder City on chs. 11, 4 and 5 Boulder City, Nev. (KSHO-TV ch. 13, KLRJ-TV ch. 2 and KLAS-TV ch. 8 Las Vegas, Nev.); Box Elder Tv Club of Carter County on chs. 11, 7 and 12 Lower Box Elder, Capitol and Eastern Carter County and Albion and Upper Box Elder, Mont. (KOTA-TV ch. 3 Rapid City, S. D.); Conrad Tv Club on chs. 7, 11 and 13 Conrad, Mont. (KRTV ch. 3, KFBB-TV ch. 5 Great Falls, Mont., and CJLH-TV ch. 76 Lethbridge, Alberta, Canada, via intermediate translator, condition); Chromo Tv Assn. on ch. 10, Chromo, Colo. (KOB-TV ch. 4 Albuquerque, N. M.).

Actions of Oct. 27

K13AC, KO7AL Fort Benton, Mont.—Granted licenses for vhf tv translator stations

Short-term renewals

▪ Commission granted 15-month renewal of license to June 1, 1962, to Radio Station WBRO Inc., for its am station WBRO Waynesboro, Ga., and sent letter to licensee. Action Nov. 8.

▪ Commission granted 18-month renewal (for remainder of current license period) to York Broadcasting Co. for am station WSME Sanford, Me. After considering various reasons set forth by licensee for changing its original program proposal to music and news format in general, commission in letter to licensee held that its station's performance "falls far short of degree of responsibility which commission has right to expect of its licensees"—particularly since WSME is Sanford's only radio station and one of two in York County. Accordingly, station's operations will be reviewed when it next applies for renewal. Comrs. Hyde and Craven voted for limited renewal but dissented to letter. Action Nov. 8.

Rulemakings

PETITION FILED

Sec. 3.606: Georgia State Department of Education, Atlanta, Ga. (10-27-61)—Requests amendment of rules so as to establish statewide educational tv system by reservation of channels for educational use in Georgia as folows:

City	*Delete*	*Add*
Dalton, Ga.	25+	*18—
Draketown, Ga.	—	*14+
Wrens, Ga.	—	*20—
Cochran, Ga.	—	*15
Dawson, Ga.	—	*23
Ashburn, Ga.	—	*18+
Pelham, Ga.	—	*14—
Warm Springs, Ga.	—	*17+
Dublin, Ga.	15	—
Marianna, Fla.	17+	—
Jasper, Ala.	17[1]	—
Tifton, Ga.	14—	—
Americus, Ga.	31[2]	—
Swainsboro, Ga.	20—	—
Athens, Tenn.	14+	—
Murfreesboro, Tenn.	18—	—
Burnville, N. C.	18	—
Fort Valley, Ga.	18+	—
Albany, Ga.	25	—
Douglas, Ga.	32—	—

[1] This channel could continue to be used at Jasper, Ala. if site were chosen approximately 11 miles from Jasper.

[2] This channel could continue to be used at Americus, Ga. if site were chosen approximately one mile from Americus. Ann. Nov. 3.

TB STRIKES EVERY SEVEN MINUTES!

If You Have "THE TIME" Will You Help Fight TB?

Use Christmas Seals
Protect The Family Circle
Fight TB

JACK LEMMON

These stars have contributed their talent to make this public service material available:

RADIO:

15-minute transcribed programs starring:
PAUL ANKA, POLLY BERGEN
BOB EBERLY & HELEN O'CONNELL
ELLA FITZGERALD, BENNY GOODMAN
STEVE LAWRENCE & EYDIE GORME
GUY LOMBARDO, JOHNNY MATHIS
ANDY WILLIAMS, FRANK SINATRA

5-minute transcribed programs starring:
BOB EBERLY & HELEN O'CONNELL
STEVE LAWRENCE & EYDIE GORME
GUY LOMBARDO, FRANK SINATRA

Transcription of 24 Celebrity Spot Announcements

Transcription of 20 Recording Artists' Announcements

Transcription of 8 "All Time Greatest Hits"

NEW CHRISTMAS SEAL SONG recorded by CONNIE FRANCIS "HAVE YOURSELF A MERRY LITTLE CHRISTMAS"

TELEVISION:

1-minute, 20-second and 30-second film spots featuring:
JACK LEMMON, GENE NELSON
NATALIE WOOD and CHARLES O. FINLEY—owner of the Kansas City A's, with MEL ALLEN
plus TB documentary spots

8-second ID

Produced by
FREEDOM FILMS, GOLDWYN STUDIOS, Hollywood, Cal.

Plus SLIDES, TELOPS, FLIP CARDS and POSTERS available in GREYED AND COLOR

55th ANNUAL CHRISTMAS SEAL CAMPAIGN NOVEMBER 13th through DECEMBER

For network use: Contact Frederick C. Wieting, Director
Radio and Television—National Tuberculosis Association
1790 Broadway, New York 19, N.Y.—CIrcle 5-8000

For local use: Contact Your Local Tuberculosis Association in your own community.

OUR RESPECTS to Paul Church Harper Jr., president, Needham, Louis & Brorby

Broadcasting programs reflect, more than they affect public taste

Perhaps you could say that the advertising career of Paul C. Harper Jr. began at a very early age with a nice hot bowl of Cream of Wheat.

It is true that as a boy he often enjoyed the steaming cereal on a cold winter morning. It also happened that his father worked on the account at that time for J. Walter Thompson Co., from the agency's Chicago office. He sometimes accompanied his father to Minneapolis when the elder Harper went there to talk over marketing plans with the officials of Cream of Wheat.

Early Exposure ▪ Young Mr. Harper also joined his father on many occasions at Chicago radio studios for the origination of a number of top national programs that featured top name talent—and top name sponsors, too. Many of these personalities, those in front of the mike as well as those behind who paid the bills, became family and business friends through the years and left a strong impression on the young man.

That these impressions produced a noticeable effect appears proven by Mr. Harper's intense interest in the field of broadcast advertising. He early was aware that radio—and later television—would become more and more a potent catalyst of commerce, prime mover of goods and services from maker to consumer.

On Nov. 25 Mr. Harper will round out his first full year as president of Needham, Louis & Brorby, a position he reached in only 15 years at age 39.

He has worked through the NL&B ranks from the ground up, and the Chicago-based agency this year will invest some $26 million, 50% of its total billings in broadcast advertising under his leadership.

A total of 50 programs are represented on all three tv networks and CBC-TV this year, plus a substantial showing in radio. The account list of NL&B includes such brand names as S. C. Johnson & Sons, Kraft Foods, Campbell Soups, State Farm Insurance Cos., Household Finance, Lever Bros., Massey-Ferguson, Monsanto Chemical, Mars Inc., Rival dog food, Humble Oil and Renault.

Critics Are Wrong ▪ Television's critics are wrong when they say that the public taste is being degraded by tv, Mr. Harper believes. Rather, he feels, tv programming reflects more than it affects public taste. To most people tv means entertainment and nothing else, he says, and they look for what they have traditionally sought in entertainment: laughter, an occasional tear, the thrill of the chase "and plenty of reassurance that other people have problems just like theirs." But there is always room to improve, he asserts.

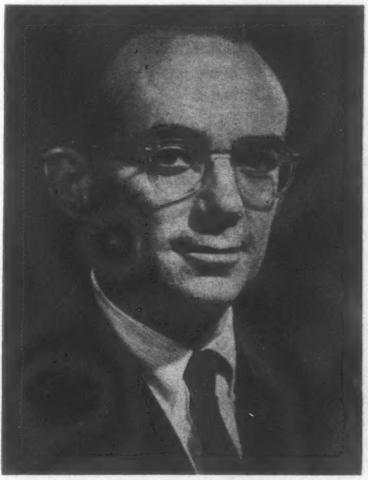
Mr. Harper believes everyone in advertising should be concerned about what people think or do about tv because what happens to tv, "either by law or by precedent, will eventually happen to all mass media." He thinks critics should be reminded that no popular medium, if it is to survive, can get too far ahead of popular taste. But in some areas, he says, tv "is ahead rather than behind."

Paul Church Harper Jr. was born Dec. 16, 1920, at Coblenz, Germany. His father at that time was a captain in the U. S. Army of Occupation. He spent most of his youth in Evanston, Ill., and attended elementary school in the Chicago suburb. His parents sent him for preparatory schooling to the Fountain Valley School in Colorado. Two things of significance happened there.

One was that he acquired a keen liking for mountain climbing, trout fishing, and tennis; the other, his friendship with the brother of Miss Eleanor Emery of Denver. In 1946 she became Mrs. Harper.

After prep school, Mr. Harper went to Yale U. and in June 1942, he was graduated with a B.A. degree in liberal arts. He had volunteered for the Marine Corps right after Pearl Harbor, but was allowed to finish his education before reporting for officer's candidate school.

Pacific Service ▪ He subsequently served with the Marines in the Pacific and saw action at such places as Saipan, the Marshall Islands and Iwo Jima. He was demobilized in 1945 with the rank of major. His father also served as a Marine in World War II, as a lieutenant colonel, and just last year retired from Leo Burnett Co., Chicago.



Paul Church Harper Jr.
Cream of Wheat is a Marine's dish

After the war a friend of the family introduced Mr. Harper Jr. to Maurice H. Needham, then president of NL&B As a result of the meeting, Mr. Harper was offered, and accepted, a job as cub copywriter. His first account was Swift's Red Steer brand fertilizer, a timebuyer in agricultural radio. Mr. Harper recalls with a chuckle his extensive travels in the field "spreading good will" for the client, travels in which he learned a lot about communicating at the grass roots level.

His copywriting activity soon expanded to other accounts, and he learned to write selling commercials for such network radio shows as *The Great Gildersleeve* and *Fibber McGee and Molly*. His drive for constant improvement of production and creative content was inspired from the start by Mrs. Harper, who before her marriage had studied drama in New York after graduation from Bryn Mawr. They continue to share an active interest in the performing arts.

Up the Ladder ▪ Mr. Harper was selected by Mr. Needham in 1948-49 as his personal assistant. At the end of this tour of duty, he was made an account executive and supervisor working on various accounts that used both radio and television. Just before Christmas in 1951, he was elected a member of the agency's board of directors, and two years later, a vice president.

In early 1958, Mr. Harper was named executive vice president, chairman of the plans board, and head of the account executives department. Last year, because of his unique leadership, administrative ability and creativeness, he was elected the agency's second president and chairman of its executive committee. He succeeded Mr. Needham, now chairman of the board.

Mr. Harper is a director of the American Assn. of Advertising Agencies, and chairman of the AAAA Central Region. He also is a member of the Chicago Club and the Glenview Country Club. The Harpers live in Winnetka, Ill., and are the parents of six children, including two sets of twins. Their names are Diana, 13; Bill and Jessica, 12; Lindsay, 8, and Charles and Sam, 5.

EDITORIALS

Not on price alone

SOME pretty important advertisers are worried about television's costs. This was made painfully clear at the Assn. of National Advertisers' fall meeting 10 days ago, in a panel session which expressed the fear that prices—time and talent—will keep going up and up until the medium's efficiency is impaired (BROADCASTING, Nov. 6).

Even if they are wrong, the fact that a number of important advertisers feel this way makes the problem serious. Certainly there is validity in the argument that the days of television's "automatic growth" are over, and that for various reasons, including keener network competition and a wider choice of programming, the "average" network program rating, at night, is not quite what it used to be.

Some of the advertisers' interpretations of the audience-vs-cost trends are open to challenge. But it is obvious that rates in the future cannot be hiked helter-skelter on the grounds of growth alone. It is also obvious that a stronger element of reality should be introduced into talent pricing, whose own spiral is totally unrelated to growth trends.

While we agree with the advertisers on several points, however, we must suggest that they are minimizing others that are equally valid if not over-riding. Most important, they should remember that they *get more* for the money they invest in television.

They would not expect to buy a home at fallout-shelter prices; yet that is the sort of bargain they get when they buy television as opposed to, say, newpapers or magazines. For television, like radio, is still priced far below its competitors in terms of delivered audience.

Several weeks ago the Television Bureau of Advertising put out a brochure which compared various media costs and concluded that "television's price is not high—it is too low." Broadcasters owe it to their clients—and themselves—to price their medium efficiently, but advertisers also have an obligation: They owe it to themselves to make the best buy. Before they get too worked up about television's prices they should compare results-per-dollar in all media. That way they may get a truer perspective on what "high" means.

Those WBC-GE renewals

SINCE early this year the FCC has held up renewals of the licenses of the stations owned by Westinghouse and General Electric because of antitrust convictions in the heavy electrical equipment field. After considering diametrically opposing staff views, the FCC ten days ago took the middle course of asking the companies for detailed information on management policies, along with anything else that might constitute "countervailing circumstances" and warrant renewals in spite of "the record of unlawful conduct."

This whole procedure must mystify the listening and viewing publics of the Westinghouse stations in eight markets and of the GE am-fm-tv stations in Schnectady. It must confuse other licensees, too. These stations are among the best operated in the country. Westinghouse pioneered commercial radio and GE was not far behind.

This is not to condone the bid-rigging of the parent companies. But these offenses had nothing whatever to do with the broadcast operations. Westinghouse Electric maintains a separate corporate entity—WBC—responsible for its broadcast operations. GE, from the beginning, has delegated its broadcast operations to a separate division.

A majority of the FCC first favored automatic renewal of the licenses, as had been recommended by its Broadcast Bureau. The Law Department, however, urged a full-dress hearing to determine corporate responsibility. At least two members thought a letter eliciting further information to establish precedent for future antitrust cases was needed. This was the action finally taken, but only after two Senators had expounded on the need for a full investigation and one had questioned the propriety of licensing stations to large companies handling government contracts.

Neither the Department of Justice nor the presiding judge in the Philadelphia antitrust proceedings saw need for punitive action against Westinghouse and GE as broadcast licensees, although the way was open under the statute to do so. In those circumstances, the FCC majority's initial intent was to renew.

We are confident that the detailed answers to the FCC's new letters of inquiry will yield information adequate to warrant renewals without further litigation. If this does not prove the case, all licenses held by subsidiaries of large companies will be in double jeopardy.

Undebatable

THE tv debate has become an important, if not unavoidable, factor in politics—even when there's no debate.

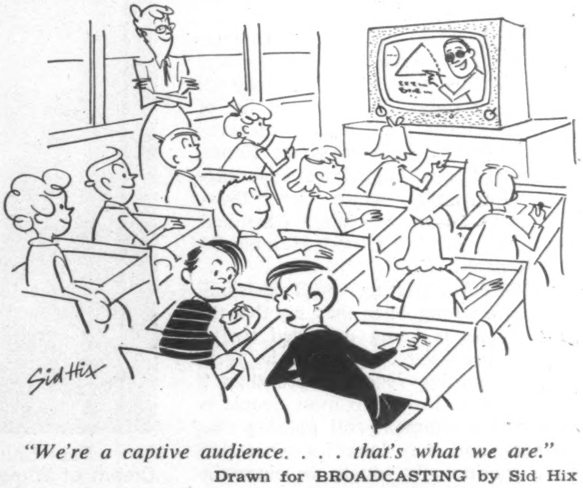
In last week's New Jersey gubernatorial election, the underdog Democrat, Richard J. Hughes, won over favored Republican James P. Mitchell, former secretary of labor. There had been no debates.

Democrat Hughes had challenged Republican Mitchell to debate him. When Mr. Mitchell refused, his opponent taunted him. So did President John F. Kennedy—the man who knows about debates—in his eleventh-hour campaigning in Mr. Hughes' behalf.

Whether Mr. Hughes' razor-edge margin can be ascribed to Mr. Mitchell's refusal to meet his opponent head-to-head will be argued by political strategists. Mr. Kennedy's victory over Richard Nixon just a year ago, it is generally acknowledged, resulted from the edge he had in the Great Debates.

The on-the-air debate has become a political issue as well as a campaigning vehicle. Refusal to debate gives the challenger a potent argument. It was so when Mr. Nixon refused to debate Mr. Kennedy a fifth time a year ago. It was so in New Jersey last week.

For the broadcaster the evolution of the political debate is of great moment. It could be the turning point in the eternal fight against government encroachment. In our two-party system, the "opposition" now aggressively must oppose all efforts of the party in power to control broadcasting. Party survival could be at stake.

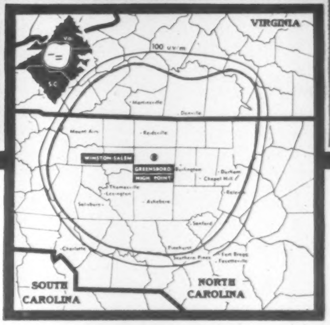


"We're a captive audience. . . . that's what we are."

Drawn for BROADCASTING by Sid Hix

PERSONALITY AT WORK!

"Steady there, Lee". . . *Lee Kinard, WFMY-TV, hits the ice at Greensboro Coliseum Ice Rink for his TV Matinee Show. He's smiling even as he goes down. That Kinard smile is famous throughout WFMY-TV's area of 466,640 TV homes. It's in evidence on TV Matinee, Lee's popular afternoon variety show, and it brightens morning moods on his news-weather-sports Morning Show. A lady in Martinsville, Va., wrote, "Your smile is infectious and always there. How do you do it?" Genuine high spirits and good humor do it. Lee has them in a combination that has won thousands of loyal friends throughout WFMY-TV's 44-county service area. As one viewer put it, "We don't even mind hearing that the weather is going to be bad if you are the one to say it."*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